

¹⁰ PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

12 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN								
								PERS	WOMEN		18- 49		18- W/CH	18- 34	18- 49	25- 54	35- 64	35- 55+	18- 34	18- 49	25- 54	35- 64	35- 55+	12- 17	12- 17	2- 11	6- 11						
EVENING CONT'D																																	
BEAUTY & THE BEAST(R)										A	7.1	16	629	1458	330	247	64^	837	252	463	454	377	325	405	94^	232	222	230	147	76^	58^	140	83
FRI 8.00P 60 CBS 4										B	7.6	17	676	1488	337	253	64	824	243	443	412	372	328	431	108	218	218	212	179	79	46	154	89
204 96 A 37										C	11.4	21	1006	1653	341	258	75	878	239	467	450	421	349	518	136	273	266	264	210	83	48	174	103
8.00 - 8.30										A	7.0	16	620	1428	317	241	62^	820	241	444	434	365	329	402	91^	227	214	220	153	78^	58^	127	76^
8.30 - 9.00										A	7.3	16	647	1468	338	250	65^	842	260	474	468	383	317	403	96^	233	225	236	139	73^	57^	150	89^
BEST OF TV BLOOPERS-JOKES(R)										A	7.3	16	647	1577	231	179	107	766	261	415	385	317	303	522	203	318	304	226	172	137	57^	152	86^
FRI 8.00P 60 NBC 5										B	7.7	17	679	1566	239	184	79	726	216	389	367	344	283	549	199	324	301	258	178	136	64	155	103
194 98 CV 11										C	8.1	18	721	1574	235	183	68	730	220	387	363	337	289	537	191	317	285	242	182	135	71	172	116
8.00 - 8.30										A	7.2	16	638	1556	245	190	96^	764	252	408	392	324	299	515	204	325	311	229	158	135	50^	143	80^
8.30 - 9.00										A	7.4	16	656	1597	217	168	118	769	270	422	378	310	307	529	202	311	296	224	185	139	63^	161	93^
BILL COSBY SHOW(R)										A	14.8	30	1311	1626	298	253	100	736	307	467	392	285	226	449	230	316	251	153	109	174	107	266	174
THU 8.00P 30 NBC 6										B	16.2	33	1435	1635	300	255	95	751	306	479	405	294	235	455	213	309	252	175	117	178	108	252	163
212 98 CS 46										C	24.6	42	2176	1765	327	268	89	824	298	491	432	342	285	480	188	298	266	207	149	177	99	284	183
BLAKE'S MAGIC(R)										A	7.1	15	629	1578	247	184	80^	761	238	416	400	334	294	553	149	282	284	272	222	100^	40^	164	101^
FRI 9.00P 60 NBC 2										B	7.0	15	620	1615	241	176	78	741	197	396	398	369	290	574	148	298	307	297	225	126	43^	174	108
196 98 SM 2										C	7.0	15	620	1615	241	176	78	741	197	396	398	369	290	574	148	298	307	297	225	126	43^	174	108
9.00 - 9.30										A	6.6	14	585	1562	246	179	76^	767	239	409	380	332	309	530	148	270	260	256	214	107^	39^	157	105^
9.30 - 10.00										A	7.6	15	673	1592	248	188	85^	757	238	422	417	335	281	572	149	292	304	286	230	94^	40^	169	97
BLUE SKIES										A	9.1	18	806	1491	300	209	64^	891	212	385	389	388	423	388	118	175	154	152	186	88	62^	124	82
MON 8.00P 60 CBS 6										B	9.1	18	803	1506	301	220	71	869	221	410	401	394	395	425	118	204	186	191	190	81	55	130	84
211 99 GD 8										C	9.3	18	821	1515	300	222	69	876	223	414	404	395	397	429	111	199	187	197	199	81	54	128	78
8.00 - 8.30										A	8.6	17	762	1486	297	204	66^	892	196	370	382	396	437	385	110	165	143	151	193	88	60^	121	83^
8.30 - 9.00										A	9.5	18	842	1512	305	215	64^	899	230	403	400	384	416	396	127	187	165	155	182	89	65^	128	82
CBS FRIDAY MOVIE										A	7.8	16	691	1456	286	229	100	723	274	458	417	332	223	477	195	303	300	222	124	105	54^	152	84^
FRI 9.00P 120 CBS 6										B	8.1	17	721	1504	283	195	69	796	198	374	383	394	356	526	143	263	272	265	217	61	29^	121	76
199 96 FF 9										C	8.8	18	779	1556	277	201	70	784	213	390	390	382	330	522	157	275	273	255	203	90	45	159	106
PERFECT										A	7.3	15	647	1455	305	250	85^	733	272	457	424	329	238	479	190	319	295	227	127	93^	53^	149	79^
9.00 - 9.30										A	7.6	15	673	1473	288	228	96	744	266	456	423	349	244	482	196	310	301	232	123	84^	51^	163	79^
9.30 - 10.00										A	8.1	16	718	1453	292	233	111	723	290	470	430	330	209	465	193	281	296	215	126	111	53^	154	89
10.00 - 10.30										A	8.0	16	709	1480	266	214	107	710	275	458	403	328	208	494	208	312	316	220	124	130	61^	146	88^
10.30 - 11.00										A	8.0	16	709	1480	266	214	107	710	275	458	403	328	208	494	208	312	316	220	124	130	61^	146	88^
CBS SUMMER PLAYHOUSE										A	6.4	12	567	1428	255	201	78^	783	183	367	371	374	360	459	126	254	254	220	183	78^	42^	108^	45^
TUE 8.00P 60 CBS 6										B	6.2	12	549	1449	268	202	70	783	218	379	357	345	352	445	139	247	244	212	165	78	44^	143	83
196 93 FV 7										C	6.4	12	567	1458	268	198	67	777	210	368	351	346	356	457	140	251	248	218	170	78	44^	147	83
FORT FIGUEROA										A	6.2	12	549	1398	253	201	75^	773	174	353	361	373	365	446	112^	241	240	220	182	73^	40^	105^	45^
8.00 - 8.30										A	6.5	12	576	1479	261	204	81^	804	195	386	387	380	360	479	141	271	271	223	187	83^	45^	112	45^
8.30 - 9.00										A	6.5	12	576	1479	261	204	81^	804	195	386	387	380	360	479	141	271	271	223	187	83^	45^	112	45^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME DAYTIME #STNSCVG%TYPE										NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
															TOTAL WORKING PERS 18-49 W/CH				WOMEN 18-34 35-44 45-54 55+					MEN 18-34 35-44 45-54 55+					TEENS TOT. 12-17 FEM. 12-17		CHILDREN TOT. 2-6 TOT. 6-11												
												(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11												
EVENING CONT'D																																											
CBS SUNDAY MOVIE(R)										A	15.1	27	1338	1548	291	177	55	804	154	336	375	422	383	627	125	285	310	336	290	54	24^	64	34^										
SUN 9.00P 120 CBS 6										B	12.5	23	1108	1556	303	198	52	839	175	362	381	427	397	577	121	252	269	296	274	60	33	80	51										
210 99 FF 43										C	16.2	26	1439	1635	331	234	59	860	213	425	428	433	363	612	153	305	313	319	254	78	38	86	53										
A CASE OF DEADLY FORCE										A	14.4	26	1276	1541	306	186	48^	815	153	338	382	437	390	595	113	265	293	314	277	58	26^	72	35^										
9.00 - 9.30										A	14.7	26	1302	1545	293	172	54	801	141	326	376	432	387	621	117	279	305	334	291	56	25^	67	36^										
9.30 - 10.00										A	15.3	27	1356	1541	286	175	57	800	153	335	370	417	383	633	126	286	312	343	295	52	24^	56	32^										
10.00 - 10.30										A	16.1	30	1426	1554	278	175	59	796	168	343	371	401	372	650	139	306	326	349	294	49	21^	60	35^										
10.30 - 11.00										A	11.9	22	1054	1521	275	195	75	795	223	389	366	381	341	521	151	275	295	258	199	81	48^	123	69										
CBS TUESDAY MOVIE(R)										B	11.0	20	978	1489	296	218	66	803	219	417	396	401	329	487	147	267	268	243	181	81	46	118	72										
TUE 9.00P 120 CBS 5										C	11.6	20	1030	1530	310	225	76	823	233	440	428	410	317	494	149	272	271	245	181	84	45	129	73										
203 98 FF 13										A	9.7	18	859	1506	264	185	65^	790	208	359	338	373	368	523	154	266	280	245	216	72^	42^	121	57^										
JOHNNIE MAE GIBSON: FBI										A	10.9	19	966	1516	272	194	84	790	230	380	353	361	348	509	145	260	290	247	195	85	57^	132	74										
9.00 - 9.30										A	13.3	24	1178	1550	280	199	77	806	235	412	383	390	327	524	157	284	304	262	192	85	49^	135	83										
9.30 - 10.00										A	13.6	26	1205	1517	283	199	73	798	216	398	385	396	333	530	149	286	302	275	198	81	44^	108	60										
10.00 - 10.30																																											
10.30 - 11.00																																											
CHANNEL 99(S)																				A	13.9	26	1232	1642	326	272	107	720	343	505	426	276	164	563	293	431	336	219	108	157	86	202	135
THU 9.30P 30 NBC 5																																											
207 98 CS 44										B	16.1	30	1426	1624	345	291	109	733	339	508	429	289	175	542	295	409	314	193	108	155	87	194	127										
CHEERS(R)										B	16.6	31	1471	1611	324	277	111	721	333	507	424	282	177	515	253	385	321	206	103	170	93	205	132										
THU 9.00P 30 NBC 5										C	22.1	36	1956	1678	346	291	108	784	334	525	460	322	214	530	235	372	331	229	125	165	88	200	123										
209 98 CS 44																																											
DESIGNING WOMEN(R)										A	10.7	18	948	1579	332	267	76	787	296	479	423	333	259	497	215	327	288	205	143	116	75	178	107										
MON 9.30P 30 CBS 4										B	10.3	19	913	1560	337	275	89	805	306	488	440	337	275	519	206	329	293	227	155	98	63	138	88										
211 99 CS 4										C	10.3	19	913	1560	337	275	89	805	306	488	440	337	275	519	206	329	293	227	155	98	63	138	88										
DISNEY SUNDAY MOVIE(R)										A	5.3	11	470	1661	177	133^	47^	640	184	335	339	301	256	566	191	337	306	245	202	138	50^	316	196										
SUN 7.00P 60 ABC 6										B	5.5	12	487	1670	220	167	75	624	215	349	332	283	230	581	214	369	346	276	176	116	48^	349	216										
215 99 FF 40										C	9.2	16	817	1960	268	224	100	702	276	472	425	322	191	586	239	425	397	289	123	193	95	479	305										
SUNDAY DRIVE, PT.2										A	4.9	11	434	1632	183	134^	42^	647	186	338	348	301	256	553	176	319	291	243	206	141^	42^	292	179										
7.00 - 7.30										A	5.8	12	514	1656	169	129	50^	623	179	327	326	295	251	568	200	347	313	242	194	134	55^	332	208										
7.30 - 8.00																																											
DUET(R)										A	3.6	6	319	1557	399	368	89^	688	392	535	387	227	137^	528	316	476	342	174^	39^	143^	75^	198^	134^										
SUN 10.00P 30 FOX 5										B	3.4	6	301	1564	316	281	111^	663	339	502	389	258	129	545	291	440	336	204	78^	165	97^	192	122										
122 84 CS 5										C	3.4	6	301	1564	316	281	111^	663	339	502	389	258	129	545	291	440	336	204	78^	165	97^	192	122										
EQUALIZER(R)										A	11.0	20	975	1459	233	169	68	792	169	368	374	381	381	523	126	240	264	248	229	44^	18^	101	60^										
WED 9.00P 60 CBS 5										B	9.8	18	872	1548	272	203	66	799	194	395	383	377	349	558	162	283	275	242	226	78	41	113	71										
205 99 PD 6										C	10.1	19	895	1542	279	209	65	793	193	398	389	381	341	563	160	284	283	253	228	75	39	110	68										
CONT'D																																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL WORKING PERS				LOH 18-49	WOMEN					MEN					TEENS		CHILDREN		
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	18+	49	18-49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11	
EVENING CONT'D																													
EQUALIZER(R)-CONT'D																													
9.00 - 9.30						A	10.3	19	913	1431	228	161	61^	790	157	360	366	384	391	499	111	216	243	234	230	38^	14^	105	63^
9.30 - 10.00						A	11.8	21	1045	1472	236	175	74	787	178	372	378	375	369	539	139	260	281	258	226	50^	21^	96	57^
FACTS OF LIFE(R)						A	9.1	21	806	1414	220	171	75^	694	191	357	310	276	300	380	127	213	199	163	142	149	101	191	143
SAT 8.00P 30 NBC 6						B	9.4	22	834	1534	275	216	77	787	255	424	355	303	325	390	133	224	195	168	141	152	100	205	144
200 95 CS 42						C	12.9	25	1146	1677	297	233	76	820	262	433	375	316	343	435	153	250	224	186	155	171	111	251	169
FAMILY TIES(R)						A	8.9	17	789	1622	317	267	81	685	292	489	425	300	157	497	246	369	285	200	103	144	100	296	191
SUN 8.00P 30 NBC 6						B	8.6	18	758	1623	318	269	75	709	307	488	384	288	184	494	248	369	296	198	97	175	107	245	166
205 99 CS 46						C	15.4	25	1366	1841	361	311	97	778	355	546	456	311	189	563	274	418	355	234	107	209	119	292	196
48 HOURS						A	7.9	16	700	1501	321	263	57^	787	204	382	383	363	352	602	154	319	324	306	240	47^	22^	65^	33^
THU 8.00P 60 CBS 5						B	7.7	16	686	1543	275	203	57	779	191	375	374	371	342	582	157	305	316	292	224	68	34^	114	67
206 97 DN 18						C	8.7	16	775	1534	264	187	59	765	173	345	359	370	355	600	150	302	311	303	247	67	27^	102	57
AMERICA'S NATIONAL PARKS						A	8.0	16	709	1486	325	266	50^	800	207	388	376	369	364	578	144	289	300	286	245	52^	25^	56^	28^
8.00 - 8.30						A	7.8	15	691	1517	318	260	63^	774	201	377	389	356	339	627	165	350	347	327	234	43^	20^	73^	39^
8.30 - 9.00																													
FRANK'S PLACE(R)						A	5.0	11	443	1428	242	194	80^	672	237	358	323	238	277	592	195	322	334	261	229	33^	10^	152^	98^
SAT 8.30P 30 CBS 4						B	5.0	11	439	1448	268	208	62^	747	221	381	353	316	325	555	162	302	309	264	214	50^	24^	96	66^
189 93 CS 4						C	5.0	11	439	1448	268	208	62^	747	221	381	353	316	325	555	162	302	309	264	214	50^	24^	96	66^
FULL HOUSE(R)						A	7.9	17	700	1524	229	173	83^	652	191	321	285	258	302	440	137	260	233	193	149	150	92	283	176
FRI 8.30P 30 ABC 6						B	9.3	20	825	1599	258	201	84	737	247	411	349	296	286	409	157	253	218	168	126	159	96	294	200
199 95 CS 23						C	10.4	20	920	1651	271	213	93	758	264	429	386	302	286	410	163	257	234	174	123	163	102	320	209
FULL HOUSE-TUE.(R)						A	12.8	24	1134	1614	348	303	82	701	342	505	399	267	163	411	218	311	256	154	75	192	136	310	214
TUE 8.30P 30 ABC 3						B	12.3	23	1087	1638	349	300	106	738	364	525	408	267	175	400	202	297	245	155	81	202	134	297	200
214 98 CS 3						C	12.3	23	1087	1638	349	300	106	738	364	525	408	267	175	400	202	297	245	155	81	202	134	297	200
FUNNY PEOPLE						A	8.8	16	780	1606	264	228	91	695	244	424	378	289	240	540	237	381	318	226	139	166	93	205	141
WED 9.00P 60 NBC 2						B	9.7	18	859	1595	274	236	89	706	246	438	393	302	236	542	219	377	350	253	127	158	75	190	132
202 97 CV 2						C	9.7	18	859	1595	274	236	89	706	246	438	393	302	236	542	219	377	350	253	127	158	75	190	132
9.00 - 9.30						A	7.9	15	700	1617	248	215	80^	701	235	406	353	287	266	544	233	380	317	230	144	167	100	205	137
9.30 - 10.00						A	9.7	18	859	1597	277	239	100	690	252	439	398	290	218	536	241	382	318	224	135	165	87	205	144
GARRY SHANDLING SHOW(R)						A	5.0	9	443	1594	296	252	74^	601	318	432	300	185	151	604	379	525	379	176	70^	185	96^	204	144
SUN 9.00P 30 FOX 6						B	4.4	8	390	1669	289	256	103	652	329	467	348	233	158	592	346	497	355	206	80^	168	77^	257	183
124 86 CS 23						C	4.3	7	385	1669	281	250	93	632	329	468	360	223	139	594	341	492	363	218	79	193	95	249	176
GOLDEN GIRLS(R)						A	16.2	34	1435	1573	251	181	84	813	230	393	349	328	376	425	142	240	229	182	157	116	74	219	160
SAT 9.00P 30 NBC 6						B	16.1	35	1429	1572	284	211	71	839	237	409	368	346	382	417	120	209	198	183	180	117	72	198	145
203 95 CS 46						C	20.2	37	1793	1687	308	225	69	879	238	415	389	371	408	464	138	236	224	206	196	134	84	211	146
GROWING PAINS(R)						A	13.3	27	1178	1622	340	292	91	701	323	473	378	258	194	445	205	323	287	191	90	189	118	287	185
WED 8.00P 30 ABC 6						B	12.4	25	1097	1606	301	258	96	720	345	495	394	257	185	426	224	304	248	154	89	180	112	279	189
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN						
									PERS	WOMEN	18-49	18-49		18-	18-	25-	35-	35+	18-	18-	25-	35-	35+	TOT.	FEM.	TOT.	TOT.					
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-			
EVENING CONT'D																																
GROWING PAINS(R)-CONT'D																																
	214	99	CS	22	C	14.7	27	1299	1654	303	258	100	717	334	494	405	268	184	437	221	317	266	168	90	212	122	289	190				
HEAD OF THE CLASS(R)					A	13.5	26	1196	1628	339	289	90	668	321	464	374	247	159	445	220	337	295	186	81	198	123	316	210				
WED	8.30P	30	ABC	5	B	12.0	23	1060	1614	327	280	95	701	345	497	402	258	163	430	231	322	268	157	80	190	118	292	201				
	212	99	CS	40	C	15.4	26	1367	1696	321	272	105	723	340	502	425	275	180	465	233	347	298	186	90	215	118	293	193				
HOGAN FAMILY(R)					A	14.3	27	1267	1704	312	271	97	701	326	486	369	278	183	433	222	334	282	166	69	198	102	371	249				
MON	8.30P	30	NBC	5	B	12.4	24	1099	1692	304	263	97	705	337	505	393	269	171	441	230	348	284	172	69	192	114	354	229				
	204	99	CS	8	C	12.8	25	1131	1689	303	262	99	703	333	502	393	269	170	437	231	341	274	164	72	196	113	353	234				
HOOPERMAN(R)					A	10.3	19	913	1592	364	293	85	730	322	468	404	285	208	467	200	332	296	217	111	131	76	263	171				
WED	9.00P	30	ABC	5	B	10.2	19	902	1557	317	264	104	742	328	495	422	296	204	449	208	312	274	188	107	135	75	230	149				
	212	99	OP	37	C	13.8	23	1220	1634	316	258	101	750	303	483	438	326	217	519	218	354	319	237	131	158	83	207	134				
HOTEL(R)					A	5.3	11	470	1457	236	170	83^	778	220	372	347	301	365	468	149	255	223	195	191	80^	39^	131^	106^				
SAT	10.00P	60	ABC	5	B	5.4	12	477	1443	286	195	74	800	231	389	369	343	348	452	156	257	237	204	162	55^	34^	136	97				
	205	98	GD	6	C	5.4	12	475	1449	291	196	73	808	226	388	375	352	356	453	156	258	239	203	161	57^	36^	132	94				
	10.00 - 10.30				A	5.3	11	470	1486	237	174	84^	778	214	376	355	314	357	478	145	257	225	203	199	80^	43^	150	125^				
	10.30 - 11.00				A	5.3	12	470	1428	235	167	82^	779	225	368	339	289	373	458	153	253	222	187	183	79^	34^	112^	86^				
HOTHOUSE					A	4.7	9	416	1516	309	250	56^	817	210	461	455	433	279	473	158	301	311	252	122^	130^	75^	96^	59^				
THU	10.00P	60	ABC	5	B	6.1	12	539	1496	294	210	63	826	208	403	421	435	340	483	148	261	259	232	187	82	44^	105	69				
	206	97	GD	5	C	6.1	12	539	1496	294	210	63	826	208	403	421	435	340	483	148	261	259	232	187	82	44^	105	69				
	10.00 - 10.30				A	4.8	9	425	1505	305	249	42^	806	193	441	441	434	286	468	167	306	312	238	118^	123^	74^	109^	70^				
	10.30 - 11.00				A	4.5	9	399	1560	320	257	72^	846	233	492	481	441	278	489	151^	303	317	272	129^	141^	79^	84^	50^				
HUNTER(R)					A	14.4	31	1276	1582	249	176	72	771	186	367	367	380	345	544	143	265	263	262	232	105	51	162	109				
SAT	10.00P	60	NBC	6	B	14.7	31	1301	1617	279	208	72	781	212	395	376	370	333	555	150	285	281	277	225	122	61	159	110				
	202	95	OP	22	C	14.5	29	1285	1648	291	218	69	798	221	420	394	383	325	545	153	286	277	277	218	139	78	167	116				
	10.00 - 10.30				A	14.2	30	1258	1581	253	182	72	771	193	369	361	370	346	528	145	257	249	248	228	100	51	182	121				
	10.30 - 11.00				A	14.6	32	1294	1583	244	170	72	771	179	366	373	389	345	560	140	273	276	276	237	109	52	143	97				
I MARRIED DORA(R)					A	8.7	18	771	1569	223	163	71^	664	198	328	305	266	304	479	190	294	238	198	158	144	94	283	183				
FRI	9.30P	30	ABC	6	B	9.5	19	837	1565	275	213	92	764	261	413	353	298	311	412	154	250	221	174	138	132	87	257	174				
	192	93	CS	11	C	9.1	18	806	1565	271	207	93	761	253	409	357	301	311	423	161	254	228	176	141	129	88	253	167				
IN THE HEAT OF THE NIGHT(R)					A	9.4	17	833	1583	268	181	47^	797	165	370	404	401	351	580	159	296	288	267	244	60^	20^	146	84				
TUE	9.00P	60	NBC	2	B	12.1	22	1075	1592	281	197	59	797	185	397	402	413	329	590	154	314	309	314	230	83	39^	122	71				
	199	98	OP	8	C	15.1	25	1335	1625	272	190	57	818	171	382	400	438	362	625	142	303	306	342	272	83	36	99	60				
	9.00 - 9.30				A	9.1	17	806	1594	249	165	49^	792	164	354	388	383	367	575	166	296	289	252	241	56^	19^	171	97				
	9.30 - 10.00				A	9.7	17	859	1574	287	197	46^	802	165	385	418	419	337	585	152	297	286	281	248	64^	20^	123	72^				
JAKE AND THE FATMAN(R)					A	9.8	20	868	1467	247	167	68^	821	148	330	334	389	448	509	107	211	217	251	260	36^	15^	100	54^				
WED	8.00P	60	CBS	6	B	9.6	19	846	1517	262	179	60	838	145	336	349	400	444	523	107	213	215	246	266	56	21^	100	60				
	204	98	OP	9	C	9.7	19	859	1515	265	186	57	832	149	344	355	401	428	523	107	215	223	252	264	60	25^	100	62				
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

22 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME						HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18-49	LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN				
#STNS	CVG%	TYPE	T/C									18-34	18-49	25-34	35-44	45-54	18-34	18-49	25-34	35-44	45-54	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11			
EVENING CONT'D																												
MR. BELVEDERE(R)					A	9.0	19	797	1578	214	154	89	681	214	342	311	262	304	448	145	264	232	206	159	154	95	295	178
FRI 9.00P 30 ABC 6					B	9.8	21	865	1598	261	203	97	749	265	413	343	290	299	407	150	246	216	174	135	151	90	291	200
190 92 CS 21					C	10.4	20	921	1656	269	210	95	746	253	420	370	308	290	419	159	255	234	186	133	168	102	324	218
MOONLIGHTING(R)					A	9.4	17	833	1564	343	290	109	700	361	513	401	264	150	417	234	328	258	145	71A	180	126	267	172
TUE 9.00P 60 ABC 4					B	9.7	17	855	1581	326	281	122	710	378	531	412	246	142	436	253	344	264	144	73	182	118	253	156
215 99 PD 34					C	15.5	25	1375	1646	363	323	126	763	405	588	487	277	141	475	269	387	321	174	65	201	115	208	132
9.00 - 9.30					A	9.4	17	833	1567	356	300	114	711	372	517	401	260	155	399	220	309	252	139	70A	176	126	281	184
9.30 - 10.00					A	9.4	17	833	1561	330	280	104	689	351	509	401	267	145	435	247	346	263	150	73A	185	126	252	161
MURDER, SHE WROTE(R)					A	14.8	28	1311	1499	297	170	31A	862	117	285	319	417	499	541	82	204	223	266	293	47A	23A	50	33A
SUN 8.00P 60 CBS 6					B	14.0	28	1243	1524	281	171	35	869	122	293	322	426	502	553	87	190	211	262	316	46	25A	55	33
210 99 SM 46					C	18.5	30	1636	1593	306	192	38	890	131	324	358	447	494	586	93	217	241	297	320	50	25	66	40
8.00 - 8.30					A	14.3	28	1267	1504	291	165	34A	863	118	281	317	408	506	551	84	209	230	268	298	42A	21A	47A	31A
8.30 - 9.00					A	15.3	28	1356	1495	304	175	28A	860	116	290	320	425	493	532	80	200	217	264	288	51	26A	52	36A
MY TWO DADS(R)					A	9.2	17	815	1670	326	287	96	722	326	526	457	308	150	466	255	367	274	171	82	146	84	337	231
SUN 8.30P 30 NBC 5					B	8.4	17	744	1655	327	280	83	717	306	501	405	301	175	461	234	348	289	184	87	192	112	285	202
204 99 CS 9					C	8.9	17	789	1651	317	271	86	722	320	498	400	286	185	471	244	355	288	177	93	199	119	259	186
NBC MONDAY NIGHT MOVIES(R)																												
MON 9.00P 120 NBC 5					A	15.3	27	1356	1486	322	253	89	864	291	477	412	390	329	395	135	234	221	177	134	89	47	138	81
204 99 FF 39					B	15.1	27	1340	1584	315	252	84	814	281	491	434	391	265	489	183	317	292	236	141	137	80	145	89
HIS MISTRESS					C	16.1	26	1425	1629	322	257	84	831	273	495	453	400	278	510	178	317	298	252	156	141	77	147	92
9.00 - 9.30					A	14.3	25	1267	1506	320	257	82	840	293	475	393	375	314	395	146	239	214	164	130	101	54	169	103
9.30 - 10.00					A	14.7	25	1302	1473	323	249	87	866	281	463	395	392	346	389	130	230	211	173	137	83	36A	135	85
10.00 - 10.30					A	15.7	27	1391	1467	324	252	90	868	291	481	416	396	326	383	124	226	220	181	130	89	47	127	69
10.30 - 11.00					A	16.7	30	1480	1480	316	251	96	869	295	482	432	390	323	406	138	238	233	186	138	82	49	123	68
NBC SUNDAY NIGHT MOVIE					A	11.0	19	975	1722	245	211	100	638	265	445	390	272	165	726	337	527	476	319	153	141	54A	217	151
SUN 9.00P 90 NBC 6					B	12.7	24	1127	1704	299	239	79	708	265	465	419	339	196	670	263	480	442	337	149	143	63	184	129
203 99 FF 41					C	15.9	26	1408	1720	327	265	85	781	290	497	447	360	232	632	256	432	392	296	158	158	81	148	98
DESERT RATS					A	10.7	19	948	1717	264	228	91	661	255	445	393	291	183	708	321	512	461	316	152	137	51A	212	143
9.00 - 9.30					A	11.0	19	975	1711	238	205	96	627	261	441	377	269	163	724	334	517	474	318	159	145	56A	214	149
9.30 - 10.00					A	11.3	20	1001	1737	234	200	112	629	280	451	399	257	150	745	355	551	491	322	150	141	54A	223	160
10.00 - 10.30																												
NEWHART(R)					A	10.7	19	948	1648	319	247	84	802	281	454	423	332	291	525	211	326	294	231	164	121	79	199	125
MON 9.00P 30 CBS 4					B	10.4	19	917	1601	324	260	84	803	275	464	428	351	296	536	202	334	295	246	162	101	60	161	103
211 99 CS 39					C	14.9	23	1324	1599	350	281	96	823	299	487	454	347	287	532	196	338	322	250	162	102	57	141	88
NFL PRE-SEASON FOOTBALL(S)					A	7.4	17	656	1459	161	128	40A	526	143	245	237	209	246	758	236	439	440	361	265	76A	24V	99	69A
SAT 9.00P 189 CBS																												
206 96 SE																												
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

26 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WOMEN 18+	49	<3	TOTAL		34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-
EVENING CONT'D																												
REPORTERS-CONT'D																												
SAT	8.00P	60	FOX	2	B	3.2	7	284	1513	246	173	78^	642	207	353	322	333	224	647	271	442	388	292	159^	101^	30v	122^	67^
	118	81	DN	2	C	3.2	7	284	1513	246	173	78^	642	207	353	322	333	224	647	271	442	388	292	159^	101^	30v	122^	67^
	8.00 - 8.30				A	3.3	8	292	1582	240	173^	93^	735	230	388	316	361	290	637	279	435	370	268	144^	119^	44v	91^	77^
	8.30 - 9.00				A	2.7	6	239	1703	289	207^	97^	792	239^	452	393	421	266	681	297	471	400	298	147^	139^	51v	90^	53v
ST. ELSEWHERE(R)																												
WED	10.00P	60	NBC	2	A	6.8	13	602	1475	284	223	101^	764	272	452	465	332	256	445	194	292	237	163	133	113	74^	152	110
	204	97	GD	24	B	6.9	13	607	1461	285	235	92	743	251	454	448	335	242	469	197	329	284	200	109	114	68^	134	92
	10.00 - 10.30				C	13.1	23	1157	1495	329	264	111	834	298	520	501	403	252	504	202	335	310	231	138	80	50	77	44
	10.30 - 11.00				A	6.8	13	602	1486	287	226	105^	745	251	440	454	331	257	458	213	310	250	157	130	120	73^	163	119
					A	6.9	13	611	1442	277	218	95^	772	289	458	469	329	250	426	172	270	221	167	134	105	75^	139	99^
SATURDAY NIGHT-LATE SHOW(S)																												
SAT	9.00P	60	FOX		A	2.1	4	186	1511	272^	198^	123^	723	285^	442	361	364	214^	633	355	468	342	245^	140^	85v	34v	70v	32v
	109	79	GV																									
	9.00 - 9.30				A	2.1	4	186	1475	254^	186^	129^	717	298^	463	356	360	185^	629	334^	461	350	257^	135^	93^	38v	36v	6v
	9.30 - 10.00				A	2.1	4	186	1548	290^	210^	117^	729	272^	422	365	369	243^	637	375	474	335^	232^	145^	77v	30v	104^	58v
SIMON & SIMON(R)																												
					A	8.4	16	744	1523	264	192	72^	786	206	375	369	355	357	521	153	287	282	244	198	99	48^	117	86
11/11																												
	9.00P	60	CBS	5	B	7.6	14	673	1572	270	205	77	809	203	403	387	372	353	507	149	267	265	230	200	99	44^	158	99
	206	97	PD	24	C	11.4	18	1009	1617	279	203	69	820	200	402	397	397	359	558	160	294	294	272	216	99	46	139	86
	9.00 - 9.30				A	7.8	15	691	1514	255	192	75^	770	205	370	362	341	352	539	152	301	300	258	203	91^	42^	114	76^
	9.30 - 10.00				A	9.1	17	806	1514	268	191	69^	792	204	374	370	363	358	499	152	271	263	231	192	104	53^	119	94
60 MINUTES																												
SUN	7.00P	60	CBS	6	A	16.6	36	1471	1489	262	180	46	755	150	294	314	322	402	658	158	327	335	313	280	29^	11^	47	15^
	212	99	DN	47	B	14.7	33	1301	1498	246	166	41	769	139	277	298	336	432	650	135	276	297	303	319	30	13^	49	26
	7.00 - 7.30				C	19.0	34	1681	1548	276	186	41	771	146	296	314	351	415	690	159	315	329	329	320	37	15	50	27
	7.30 - 8.00				A	15.5	34	1373	1473	251	175	44^	742	137	284	305	316	403	662	148	325	339	319	286	26^	11v	43^	14^
					A	17.6	37	1559	1511	272	185	49	770	162	305	323	329	402	658	167	332	334	310	277	32^	12^	51	16^
SLAP MAXWELL(R)																												
WED	9.30P	30	ABC	5	A	7.5	14	665	1461	319	236	63^	705	239	379	334	320	263	495	196	331	290	226	140	108	69^	153	99
	211	99	CS	8	B	7.8	14	688	1478	299	241	98	750	301	467	407	321	235	455	203	305	268	194	121	105	56	167	103
					C	8.0	15	712	1476	296	239	98	733	294	467	413	319	220	477	213	326	292	207	119	109	56	158	96
SMART GUYS(S)																												
SUN	10.30P	30	NBC		A	9.5	18	842	1796	223	193	118	626	294	465	400	247	133	709	378	561	463	278	118	174	64^	288	202
	204	99	CS																									
SPENSER: FOR HIRE(R)																												
WED	10.00P	60	ABC	5	A	10.3	20	913	1539	301	217	75	765	218	410	396	366	302	552	178	317	285	262	205	95	52^	127	77
	211	98	PD	6	B	9.7	19	861	1512	293	220	82	779	237	434	409	381	294	509	179	300	275	230	178	91	41	132	84
	10.00 - 10.30				C	9.8	19	868	1500	284	216	80	767	232	428	405	378	286	512	179	301	276	233	180	92	43	129	84
	10.30 - 11.00				A	9.9	18	877	1537	308	224	72^	763	220	403	385	357	309	537	171	309	268	253	204	105	61^	131	84
					A	10.7	21	948	1541	295	211	79	767	216	416	407	375	295	567	183	325	301	270	206	85	44^	122	69
SPORTSBREAK-SAT CONT'D																												
					A	5.4	12	478	1498	230	193	97^	633	220	360	326	250	244	656	206	375	392	313	230	52^	17v	157	122^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	OF	T/C	NO.	AVG. AUD.	SH %	AVG. AUD. 0,000		TOTAL PERS	WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN					
												18-49	18-49	18-49		18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49			
#STNS	CVG%	TYPE																															
(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+
EVENING CONT'D																																	
SPORTSBREAK-SAT-CONT'D																																	
SAT	8.58P	1	CBS	6	B	6.3	13	554	1577	273	206	86	705	221	380	354	320	287	653	232	402	405	306	207	78	26 ^A	140	83					
	188	93	SN	46	C	8.0	15	711	1683	293	225	77	766	226	412	401	359	296	666	218	395	398	325	216	107	43	145	90					
SPORTSBREAK-SUN																																	
SUN	9.51P	2	CBS	6	A	14.9	26	1320	1535	287	172	61	800	149	334	380	421	381	617	116	269	302	328	295	51	23 ^A	67	38 ^A					
	210	99	SN	46	B	12.6	23	1113	1543	300	192	56	830	169	353	377	422	395	582	119	250	274	300	278	56	28 ^A	75	46					
					C	16.0	26	1419	1639	333	236	59	864	215	430	432	435	362	609	151	303	310	318	253	79	38	88	54					
SUMMER SHOWCASE																																	
TUE	10.00P	60	NBC	4	A	5.7	11	505	1477	295	192	36 ^A	712	142	305	361	376	319	613	136	296	315	312	265	65 ^A	32 ^V	87 ^A	52 ^A					
	200	98	DN	4	B	9.0	16	800	1492	280	202	67	730	193	388	386	368	281	576	174	340	328	300	198	93	43	93	55					
					C	9.0	16	800	1492	280	202	67	730	193	388	386	368	281	576	174	340	328	300	198	93	43	93	55					
THE PENSION COOKIE JAR																																	
	10.00 - 10.30				A	6.0	11	532	1478	302	192	37 ^A	700	135	301	365	378	308	624	133	302	324	326	266	72 ^A	35 ^A	82 ^A	52 ^A					
	10.30 - 11.00				A	5.3	10	470	1505	294	197	35 ^A	739	153	316	364	380	336	613	141	295	311	302	269	58 ^A	28 ^V	94 ^A	52 ^A					
SUPERCARRIER(R)																																	
SAT	8.00P	60	ABC	6	A	5.8	13	514	1501	191	159	56 ^A	587	122 ^A	306	313	315	225	645	209	417	398	336	172	126	33 ^A	143	105 ^A					
	201	96	A	6	B	5.4	13	478	1579	249	195	52 ^A	660	168	348	355	332	249	674	216	397	399	343	213	86	26 ^A	160	104					
	8.00 - 8.30				C	5.4	13	478	1579	249	195	52 ^A	660	168	348	355	332	249	674	216	397	399	343	213	86	26 ^A	160	104					
					A	5.5	13	487	1495	189	154	60 ^A	583	120 ^A	296	304	307	232	644	199	399	395	344	186	127 ^A	32 ^V	142	102 ^A					
8.30 - 9.00																																	
					A	6.0	13	532	1531	197	166	53 ^A	601	126	321	326	328	222	657	222	440	407	334	162	127	34 ^A	147	110 ^A					
THIRTIETHING(R)																																	
TUE	10.00P	60	ABC	4	A	9.1	17	806	1481	311	275	109	764	401	553	447	271	173	436	233	347	291	161	68 ^A	118	72 ^A	163	104					
	207	98	GD	34	B	9.3	17	820	1493	330	289	122	771	407	565	457	271	167	427	220	320	271	157	82	133	84	161	100					
	10.00 - 10.30				C	12.3	22	1093	1528	357	319	143	806	443	631	531	288	140	471	255	376	334	184	67	125	76	127	73					
	10.30 - 11.00				A	9.1	17	806	1505	321	286	107	777	402	570	461	286	169	428	224	335	282	156	72 ^A	126	75 ^A	174	111					
					A	9.1	18	806	1457	301	265	110	750	400	537	434	256	176	445	242	359	301	166	63 ^A	110	69 ^A	152	97					
TRACEY ULLMAN SHOW(R)																																	
SUN	9.30P	30	FOX	5	A	4.7	8	416	1593	345	311	103 ^A	633	377	486	319	176	135 ^A	539	345	480	346	156	39 ^V	197	99 ^A	224	143 ^A					
	124	86	CS	5	B	4.3	8	385	1601	290	260	113	640	338	471	343	220	146	537	315	462	330	188	57 ^A	198	99	226	154					
					C	4.3	8	385	1601	290	260	113	640	338	471	343	220	146	537	315	462	330	188	57 ^A	198	99	226	154					
20/20																																	
FRI	10.00P	60	ABC	6	A	11.0	22	975	1556	237	168	60 ^A	750	161	342	367	385	348	597	159	329	305	308	232	77	44 ^A	132	87					
	208	97	DN	44	B	12.3	25	1093	1540	282	211	80	802	218	405	404	383	338	531	153	293	297	269	195	81	48	126	83					
	10.00 - 10.30				C	12.4	23	1095	1581	294	215	81	804	223	422	426	396	317	583	170	332	344	296	198	83	42	111	71					
	10.30 - 11.00				A	10.5	21	930	1559	234	169	61 ^A	744	160	336	361	375	351	579	162	316	290	286	230	87	50 ^A	149	98					
					A	11.6	23	1028	1540	236	165	59 ^A	749	159	344	370	391	343	607	156	338	317	325	232	67	37 ^A	116	75					
21 JUMP STREET(R)																																	
SUN	7.00P	60	FOX	6	A	5.1	11	452	1575	284	240	63 ^A	606	301	462	361	257	108 ^A	489	252	394	295	205	86 ^A	245	136 ^A	236						

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	TOTAL	18-	18-	25-	35-	TOTAL	18-	18-	T E E N S	T O T .	T O T .	
																												12-
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
227(R)-CONT'D																												
	200	96	CS	41	C	14.9	28	1321	1689	303	236	74	848	261	434	385	335	368	438	151	246	224	184	162	158	101	244	167
WEREWOLF(R)					A	1.7	3	151	1352	336^	286^	39v	526	311^	411^	309^	208^	91v	526	305^	469	363^	203^	37v	168^	38v	132^	92v
SUN	10.30P	30	FOX	6	B	1.5	3	128	1556	301	267	53v	545	246^	401	339	266	106^	657	353	537	420	256^	101^	200^	84^	155^	89^
	77	65	SM	14	C	1.5	3	135	1493	290	248	59^	559	228	394	340	267	131^	610	286	457	390	274	109^	182^	84^	142^	88^
WHO'S THE BOSS?(R)					A	13.5	27	1196	1614	331	277	86	692	329	474	367	263	182	465	242	337	281	169	103	186	126	271	179
TUE	8.00P	30	ABC	5	B	13.2	26	1166	1630	316	267	99	733	333	495	391	272	197	454	227	324	264	173	100	177	119	266	172
	218	99	CS	41	C	19.1	31	1688	1719	334	282	98	755	333	506	426	292	207	460	214	325	280	193	103	210	119	294	197
W/SEGU(Y)(R)					A	10.6	20	939	1584	277	214	80	822	246	460	445	387	297	586	212	336	356	280	183	75	33^	101	68
WED	10.00P	60	CBS	5	B	10.5	20	930	1591	281	217	75	769	235	440	415	371	271	597	224	369	348	276	177	105	45	120	80
	206	99	OP	7	C	11.2	21	989	1600	275	213	75	774	238	443	410	368	277	611	220	367	351	289	193	95	40	119	79
	10.00 - 10.30				A	10.5	19	930	1588	276	217	86	829	251	472	458	386	290	579	207	332	348	274	187	77	31^	103	68^
	10.30 - 11.00				A	10.8	21	957	1565	275	208	74	808	238	444	428	384	301	587	214	336	361	282	177	73	36^	98	67

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME						E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. ■		SH %	AVG. AUD. 0,000	WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									18- 18+	49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
EARLY EVENING NEWS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

³⁴ PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

38 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN				W O M E N						M E N						T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
											18- (2+)	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					</

42 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	18-49 WOMEN	15-24	18-34 TOTAL	18-49	18-54	18-64	25-34	25-34	35-44	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 12-17	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 2-11		
MONDAY-FRIDAY DAYTIME																												
ALL MY CHILDREN					A	6.6	21	587	119	234	214	188	784	378	586	463	486	314	174	244	50^	42^	107	78	63	108	62	110
MON-FRI 1.00P 60 ABC 30					B	6.7	21	593	124	228	205	184	799	377	576	449	481	319	190	261	58	33^	101	69	67	93	57	102
219 99 DD 223					C	7.3	24	647	143	238	211	154	845	385	583	458	504	341	216	263	69	17^	50	37^	55	62	69	48
1.00 - 1.30					A	6.4	21	563	118	230	212	195	773	375	575	448	469	303	177	241	47^	40^	111	80	62	101	57^	105
1.30 - 2.00					A	6.9	22	611	119	238	216	181	791	379	595	475	500	322	171	245	52^	43^	102	76	64	115	65	114
AMERICAN TREASURY					A	4.6	15	411	94	213	166	166	854	284	443	316	360	316	367	227	106	38^	68^	55^	47^	81^	52^	76^
W-F 3.58P 1 CBS 17					B	4.6	15	403	93	227	174	158	863	255	443	325	375	372	369	248	101	39^	62^	50^	56^	70	50^	75
195 92 DD 132					C	4.6	15	410	91	197	144	133	875	234	425	328	379	374	399	274	125	28^	57^	49^	39^	52^	40^	52^
ANOTHER WORLD					A	5.4	18	480	93	164	142	227	747	261	447	332	374	311	258	195	77	53^	216	140	58^	65^	51^	72
MON-FRI 2.00P 60 NBC 28					B	5.2	17	463	83	170	147	213	760	245	433	322	376	343	273	217	75	56	193	135	63	73	56	80
202 98 DD 218					C	5.0	17	446	82	188	164	165	847	269	458	339	397	364	330	259	100	30^	87	62	37^	52^	49^	40^
2.00 - 2.30					A	5.6	19	494	98	170	148	230	758	273	455	333	374	306	261	196	79	51^	212	135	64^	65^	55^	74
2.30 - 3.00					A	5.3	18	468	87	157	135	222	733	247	438	330	372	314	253	193	74	55^	220	145	51^	64^	46^	69^
AS THE WORLD TURNS					A	6.5	22	572	104	167	124	153	870	241	396	287	348	347	413	236	123	41^	94	60	52^	87	55^	84
MON-FRI 2.00P 60 CBS 30					B	6.7	22	592	104	180	137	157	866	251	422	307	357	354	393	239	103	40^	86	54	56	71	52	75
209 99 DD 225					C	6.6	23	581	97	169	125	120	901	232	416	319	373	374	430	266	120	22^	40^	33^	40^	50	48	42^
					A	6.4	21	565	102	168	124	148	865	235	388	283	346	347	414	239	125	40^	92	58^	53^	84	55^	82
1.30 - 3.00					A	6.5	22	579	105	167	124	158	875	246	404	291	349	347	412	234	121	42^	97	62	51^	90	55^	86
BOLD AND THE BEAUTIFUL					A	5.5	18	484	90	159	115	117	855	214	359	276	338	348	434	249	128	35^	69^	45^	53^	77	58^	72
MON-FRI 1.30P 30 CBS 30					B	5.5	18	491	92	179	142	118	850	224	397	308	358	360	403	250	110	41^	62	42^	61	71	52	80
197 93 DD 223					C	5.3	18	471	94	180	137	104	883	224	407	317	368	377	426	283	119	22^	29^	24^	46^	54^	53^	46^
CLASSIC CONCENTRATION					A	4.1	17	363	82^	95	59^	72^	685	125	235	191	254	271	387	231	97	61^	73^	51^	95	116	66^	145
MON-FRI 10.30A 30 NBC 29					B	4.0	17	352	68^	105	74	74	705	136	252	207	269	290	390	263	122	64^	72^	54^	94	101	62^	134
144 79 GG 220					C	3.6	16	318	81	135	99	77^	784	170	322	262	329	330	395	314	143	31^	37^	30^	58^	73^	69^	62^
DAYS OF OUR LIVES					A	7.8	25	691	95	155	134	248	712	256	414	280	321	281	257	216	92	66	221	148	58	84	49	93
MON-FRI 1.00P 60 NBC 29					B	7.8	25	687	88	160	140	246	723	263	432	293	335	300	250	230	83	61	205	143	68	87	59	97
205 99 DD 222					C	7.0	23	620	90	181	155	192	829	285	475	341	400	351	296	259	98	34^	105	80	41^	57	52	46
1.00 - 1.30					A	7.5	24	666	90	151	129	242	707	247	403	273	311	279	266	217	92	63	217	145	56	84	48^	91
1.30 - 2.00					A	8.1	26	718	100	158	137	252	715	264	424	286	328	283	248	214	91	67	223	150	60	84	49	95
FAMILY FEUD					A	3.1	14	276	63^	164	131	133	597	171	325	237	288	310	222	259	93^	70^	116^	83^	106^	97^	46^	157
MON-FRI 10.00A 30 CBS 25					B	3.2	14	280	73^	172	139	117	617	179	338	257	306	320	231	273	93	66^	103	73^	118	95	52^	161
174 84 QP 25					C	3.2	14	280	73^	172	139	117	617	179	338	257	306	320	231	273	93	66^	103	73^	118	95	52^	161
GENERAL HOSPITAL					A	7.2	24	641	106	210	173	163	796	343	497	387	438	300	248	236	82	35^	95	66	46^	90	50^	87
MON-FRI 3.00P 60 ABC 30					B	7.2	24	642	110	213	174	160	820	339	500	386	443	325	263	243	84	25^	85	57	47	73	46	73
217 99 DD 223					C	7.7	26	686	122	230	191	162	859	357	533	410	462	337	275	231	86	23^	70	50	43	57	54	46
3.00 - 3.30					A	7.2	24	634	108	202	167	169	795	350	500	385	435	294	244	239	80	35^	99	67	50^	97	58	89
3.30 - 4.00					A	7.3	24	649	105	218	180	156	797	336	495	389	440	307	251	233	83	36^	92	65	43^	84	42^	85

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			WOMEN						MEN		TEENS			CHILDREN					
									18-49	WOMEN	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
#STNS	CVG%	TYPE						W/CH	18+	49	15-	18-	18-	25-	25-	35-	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-			
MONDAY-FRIDAY DAYTIME CONT'D																												
GROWING PAINS M-F					A	4.1	17	361	108	153	137	175	495	240	376	278	301	195	96	213	32A	126	185	135	128	210	102	236
MON-FRI 11.00A					B	4.0	16	350	97	171	153	194	523	250	394	283	306	214	105	219	43A	115	194	135	131	182	101	213
153 79 CS 20					C	4.0	16	350	97	171	153	194	523	250	394	283	306	214	105	219	43A	115	194	135	131	182	101	213
GUIDING LIGHT					A	5.8	19	512	96	179	135	161	864	240	407	291	340	360	407	240	127	41A	93	59A	40A	80	46A	74
MON-FRI 3.00P					B	5.9	20	523	93	209	157	158	869	249	430	318	364	377	393	236	106	39A	83	58	49	72	46A	75
208 99 DD 222					C	6.0	20	533	93	195	144	129	893	236	429	333	381	385	416	256	117	21A	54	43A	37A	53	44A	46A
3.00 - 3.30					A	5.8	20	516	100	174	128	158	859	237	402	288	337	361	408	236	126	41A	93	60A	41A	86	50A	78
3.30 - 4.00					A	5.7	19	507	92	186	144	164	871	245	414	295	344	361	408	245	129	41A	94	59A	39A	74	43A	70
HOME					A	2.8	11	250	105A	214	184	146	680	281	453	364	403	294	188	261	50A	46A	109A	84A	89A	134A	68A	155
MON-FRI 11.30A					B	2.8	11	245	101A	235	198	140	728	278	461	368	411	336	224	273	67A	45A	98A	66A	81A	109	66A	124
176 89 TA 145					C	2.6	11	231	137	242	205	108A	777	307	511	425	468	358	224	256	63A	26V	47A	34A	58A	70A	69A	59A
LOVING					A	3.4	12	301	102A	246	218	145	759	335	491	400	428	293	240	235	65A	35A	78A	65A	54A	101A	52A	103A
MON-FRI 12.30P					B	3.6	12	318	121	226	199	138	776	345	499	405	434	298	248	251	74A	32A	84	58A	56A	88	51A	93
174 88 DD 223					C	4.0	14	355	139	240	218	138	825	380	559	445	482	320	228	241	61A	19A	46A	34A	63A	58A	71A	51A
NEW CARD SHARKS					A	3.3	14	296	80A	148	111A	98A	610	154	293	224	274	320	267	329	195	46A	89A	44A	82A	104A	49A	138
MON-FRI 10.30A					B	3.3	14	294	81A	161	125	81A	630	165	310	253	304	336	269	344	160	51A	65A	44A	100	93	47A	145
					C	3.1	13	277	77A	135	100	61A	692	175	411	261	416	333	425	409	226	29A	31A	22V	75A	74A	74A	75A
NEWSBREAK-11.57					A	5.1	19	454	43A	141	108	104	683	147	290	222	273	301	342	338	204	49A	98	64A	93	105	41A	156
MON-FRI 11.57A					B	5.0	19	440	56A	146	114	100	699	160	298	228	276	305	352	342	183	52A	75	49A	96	86	44A	138
172 80 N 224					C	5.0	20	446	64	158	118	76	741	175	315	252	299	305	378	402	206	25A	33A	24A	60	65	64	62
NEWSBREAK-3.44					A	4.9	16	438	90	185	146	164	889	252	422	296	343	358	421	256	145	46A	92	58A	36A	83	43A	76A
MON&THU 3.42P					B	5.0	16	442	95	218	165	161	894	259	441	324	371	382	406	241	113	43A	81	59	48A	68	40A	76
193 92 N 221					C	5.1	17	456	94	199	152	125	893	236	415	321	367	375	432	257	120	22A	55A	42A	37A	55A	43A	50A
TUE&WED 3.39P																												
FRI 3.49P																												
ONE LIFE TO LIVE					A	6.9	23	615	129	194	164	193	796	352	534	408	451	319	219	237	74	48A	106	83	61	115	71	105
MON-FRI 2.00P					B	6.9	23	608	129	196	168	180	813	362	543	414	459	326	226	237	78	37A	93	66	62	93	60	95
216 99 DD 221					C	7.4	25	652	144	218	189	158	860	374	567	438	489	351	242	229	83	19A	53	38A	49	63	66	46
2.00 - 2.30					A	6.7	22	594	134	200	172	191	799	356	544	419	462	323	212	240	72	50A	107	84	63	117	73	106
2.30 - 3.00					A	7.2	24	634	124	188	157	195	796	349	526	398	442	317	226	235	75	46A	106	83	59	113	69	103
PRICE IS RIGHT 1					A	5.3	22	470	50A	122	89	110	606	132	250	180	223	264	313	328	178	48A	101	57A	104	119	63A	160
MON-FRI 11.00A					B	5.4	22	480	60	131	98	87	627	138	259	201	237	272	331	347	163	54	76	47A	115	105	61	159
210 99 AP 224					C	5.1	22	450	66	136	95	74	704	162	289	227	265	294	376	416	216	28A	32A	24A	77	76	74	79
PRICE IS RIGHT 2					A	7.0	27	620	48A	111	82	102	633	141	261	195	235	259	332	339	191	56	94	65	96	118	58	156
MON-FRI 11.30A					B	7.0	27	624	56	127	95	90	646	143	261	198	236	264	346	357	178	57	74	48	109	104	58	156
210 99 AP 226					C	6.5	27	578	60	140	100	74	717	163	289	226	267	285	387	421	222	27A	32A	24A	72	72	71	73
RYAN'S HOPE					A	2.4	9	209	85A	204	193	153A	764	384	519	421	458	261	208	243	71A	22V	79A	71A	79A	140A	84A	135A
CONT'D																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

46 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING 18-49 WOMEN			WOMEN						MEN		TEENS			CHILDREN					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	W/CH	18-49	15-24	18-34	18-49	25-49	25-54	35-64	55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 5-11	TOT. 6-11			
MONDAY-FRIDAY DAYTIME CONT'D																												
RYAN'S HOPE-CONT'D																												
MON-FRI	12.00N	30	ABC	30	B	2.3	8	203	118^	210	192	155	767	375	525	421	454	285	210	268	72^	33^	86^	66^	82^	123^	89^	116^
	160	80	DD	223	C	2.7	10	238	142	239	217	132	817	394	573	470	509	314	206	263	55^	21^	55^	39^	77^	69^	86^	60^
SALE OF THE CENTURY																												
MON-FRI	10.00A	30	NBC	29	A	3.2	14	287	71^	110^	68^	70^	749	140	239	191	252	258	449	293	130	29^	39^	33^	69^	72^	37^	104^
	148	81	QG	220	B	3.2	14	283	63^	126	85^	59^	757	128	237	196	262	293	454	320	150	37^	48^	34^	74^	68^	48^	95
					C	3.1	14	275	63^	139	102	52^	779	142	294	254	310	312	429	378	187	20^	29^	21^	52^	53^	56^	48^
SANTA BARBARA																												
MON-FRI	3.00P	60	NBC	28	A	4.6	15	406	74^	144	133	215	723	221	419	319	353	332	270	198	74^	62^	217	151	44^	61^	50^	56^
	197	97	DD	218	B	4.4	15	390	76	149	132	203	753	222	420	317	362	355	288	221	76	54^	175	134	51^	59^	48^	62^
	3.00 - 3.30				C	4.6	16	411	87	170	144	181	811	248	444	327	391	376	302	260	96	32^	118	83	37^	53^	49^	41^
	3.30 - 4.00				A	4.6	16	408	76^	139	129	214	718	222	424	324	355	329	263	190	70^	63^	218	150	47^	55^	50^	52^
					A	4.6	15	406	72^	148	136	215	725	219	412	314	351	333	275	206	77^	61^	214	152	42^	67^	49^	60^
SCRABBLE																												
MON-FRI	12.30P	30	NBC	29	A	4.3	15	385	52^	125	100	115	685	141	278	224	260	282	372	303	170	75^	119	88	74^	97	55^	117
	161	83	QG	235	B	4.3	15	384	53^	132	101	109	692	139	287	235	281	307	359	312	144	80	110	92	79	85	58^	106
					C	4.0	15	358	58^	134	100	78	781	144	299	245	300	326	427	342	175	33^	44^	41^	49^	56^	53^	52^
SUPER PASSWORD																												
MON-FRI	12.00N	30	NBC	28	A	3.5	13	310	47^	115	95^	107^	669	136	283	232	263	253	355	296	148	60^	109	80^	65^	75^	43^	97^
					B	3.4	12	305	57^	123	102	110	683	146	289	233	279	263	349	279	124	72^	107	88	83^	86	57^	112
WHEEL OF FORTUNE																												
MON-FRI	11.00A	30	NBC	28	C	3.4	13	298	66^	118	87	84^	762	155	300	242	290	294	413	322	168	30^	47^	13^	54^	60^	61^	54^
	206	98	QG	221	A	4.9	20	438	65^	134	94	82	745	155	272	220	272	300	421	289	147	42^	55^	43^	71^	100	55^	116
					B	5.0	20	443	55^	140	105	75	773	150	284	233	290	324	431	308	157	41^	47^	41^	73	75	53^	95
					C	5.3	22	469	64	156	110	71	813	159	303	247	309	329	448	346	179	21^	27^	24^	44^	55	59	40^
WIN, LOSE OR DRAW																												
MON-FRI	11.30A	30	NBC	27	A	4.4	17	386	87	140	106	140	675	182	324	248	286	285	312	248	80^	88	125	96	88	131	74^	145
	184	88	QG	233	B	4.5	18	400	78	148	118	132	690	175	342	270	309	315	308	265	91	79	124	95	98	106	78	126
					C	4.2	17	371	87	163	130	105	776	199	373	296	349	335	350	307	124	35^	53^	43^	59^	78	79	59^
YOUNG AND THE RESTLESS																												
MON-FRI	12.30P	60	CBS	30	A	7.8	27	695	93	145	115	148	805	235	396	296	346	337	359	230	116	24^	92	60	63	89	60	91
	211	99	DD	226	B	8.2	28	725	96	174	144	140	819	253	419	318	368	343	350	243	109	34^	80	53	77	82	66	93
	12.30 - 1.00				C	7.9	29	703	108	189	155	128	864	269	450	341	388	355	368	273	122	20^	38	31^	51	67	72	46
	1.00 - 1.30				A	7.6	27	675	91	142	112	143	793	224	387	290	341	339	356	237	122	25^	91	60	64	87	55	96
					A	8.0	27	712	96	148	118	153	819	247	407	302	350	336	363	225	111	22^	94	59	62	90	65	87

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
#STNS	CVG%	TYPE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET	OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N													
										15-	18-	15-	18-	TOTAL	12-	12-	12-	12-	15-	TOTAL	2-	2-	2-	2-	6-	6-	6-	6-	9-			
#STNS	CVG%	TYPE	T/C							24	TOTAL	49	24	TOTAL	17	17	17	14	17		11	11	11	5	11	11	11	8	11			
WEEKEND DAYTIME CHILDREN CONT'D																																
GUMMI BEARS SAT	8.00A 200	30 98	NBC CA	5 19	A	2.3	19	204	1214	69v	406	290^	37v	208^	124^	49v	75v	93^	31v	476	279^	197^	180^	297^	172^	125^	172^	125^				
					B	2.3	19	200	1256	79^	382	291	61^	242	131^	65^	66^	90^	41v	501	282	220	193	308	167	141^	162^	147^				
					C	3.0	21	266	1293	80^	316	242	58^	200	143	69^	74^	93^	50^	634	346	288	211	423	232	190	217	206				
HELLO KITTY SAT	8.00A 201	30 97	CBS CA	6 47	A	1.6	13	142	1323	75v	389^	248^	45v	266^	80v	61v	19v	65v	15v	589	285^	304^	231^	357^	163^	194^	219^	139^				
					B	1.6	13	143	1275	62^	360	242	67^	281	84^	37v	46v	72^	12v	551	288	263	235	316	165^	151^	200^	117^				
					C	2.0	13	179	1289	56^	302	204	45^	248	80^	45^	35v	52^	28v	659	333	326	229	430	223	207	260	169				
I'M TELLING SAT	12.30P 130	30 61	NBC CA	5 43	A	2.2	8	195	1479	115^	410	303^	101^	303^	265^	83v	183^	188^	78v	502	331	170^	191^	310^	231^	80v	133^	177^				
					B	2.1	8	184	1532	132^	433	304	111^	248	265	103^	162^	152^	113^	585	330	256	235	350	196	155^	169^	181^				
					C	2.4	8	215	1496	142	423	311	102^	244	258	98^	161	166	93^	571	283	288	214	357	177	179	173	184				
LITTLE WIZARDS SAT	8.00A 201	30 98	ABC CA	4 4	A	1.3	10	115	1414	28v	207^	178^	99v	345^	64v	62v	<<	58v	6v	799	446^	353^	437^	362^	212^	150^	164^	198^				
					B	1.4	11	120	1318	95^	338	285	72^	266	123^	73^	49v	82^	41v	592	329	263	296	295	153^	142^	165^	130^				
					C	1.4	11	120	1318	95^	338	285	72^	266	123^	73^	49v	82^	41v	592	329	263	296	295	153^	142^	165^	130^				
MIGHTY MOUSE SAT	10.30A 200	30 96	CBS CA	6 44	A	3.3	13	292	1431	91^	346	267	64^	202^	93^	69^	23v	67^	25v	791	443	348	447	344	173^	171^	209^	135^				
					B	3.7	14	328	1449	93^	322	258	64^	210	105	58^	47^	58^	47^	812	394	418	390	422	200	222	269	153				
					C	4.1	14	359	1483	91	334	261	62^	235	127	70^	57^	82	45^	787	415	372	381	406	214	192	250	156				
MUPPET BABIES I					A	2.5	16	222	1258	68v	294	203^	27v	204^	71v	45v	26v	62v	10v	688	397	291	281^	408	228^	180^	225^	183^				
SAT	8.30A 206	30 97	CBS CA	6 47	B	2.5	16	217	1268	58^	267	197	55^	212	108^	55^	53^	88^	21v	681	348	334	288	394	199	195	247	147^				
					C	3.4	18	301	1357	53^	256	186	37^	185	97	54^	43^	70^	27^	819	431	388	294	525	284	241	315	210				
MUPPET BABIES II SAT	9.00A 206	30 97	CBS CA	6 47	A	3.7	18	328	1321	65^	240	175^	42v	196	80^	35v	45v	70^	9v	805	442	363	351	454	225	229	246	208				
					B	3.5	18	309	1344	54^	258	198	38^	169	108^	60^	48^	83^	25v	808	413	395	328	480	244	236	277	203				
MUPPET BABIES III SAT	9.30A 205	30 97	CBS CA	6 47	A	4.4	19	390	1385	73^	282	218	42v	178	66^	41v	26v	53^	13v	859	461	398	393	466	215	252	277	190				
					B	4.2	19	374	1399	58^	270	213	45^	161	111	62^	49^	80^	32^	856	420	436	368	488	240	249	288	201				
MY PET MONSTER SAT	9.00A 206	30 98	ABC CA	6 46	A	3.0	15	266	1277	70^	186^	144^	80^	212^	175^	137^	39v	120^	55v	704	418	286	344	360	196^	165^	225^	135^				
					B	2.9	15	258	1333	89^	270	207	73^	218	138	81^	58^	79^	59^	707	385	322	316	391	213	178	229	162				
NEW ARCHIES SAT	11.30A 185	30 93	NBC CA	5 45	A	3.0	12	266	1501	186^	412	346	75^	230^	152^	44v	107^	91^	60v	707	329	378	236^	471	221^	250	218^	253				
					B	3.4	13	301	1491	164	365	293	102^	197	247	104^	143	139	108^	682	352	330	276	406	200	206	198	208				
PEE WEE'S PLAYHOUSE SAT	10.00A 210	30 99	CBS CL	6 47	A	4.8	20	425	1527	128^	343	277	35v	190	81^	34v	47^	60^	21v	914	458	456	446	469	219	250	310	159				
					B	4.9	20	434	1443	76^	292	240	49^	191	97	40^	58^	64^	33^	862	399	463	391	472	216	256	289	183				
POPEYE & SON SAT	11.00A 197	30 95	CBS CA	6 44	A	3.6	15	319	1548	81^	358	254	68^	199	204	147^	58^	159^	46v	786	429	357	353	434	204	230	269	164^				
					B	3.9	15	347	1502	104	347	264	66^	190	172	87^	85^	116	56^	792	419	373	326	466	244	222	265	201				
REAL GHOSTBUSTERS I CONT'D					A	4.3	17	381	1306	86^	250	190	82^	255	190	119^	71^	133^	56^	612	450	162^	259	353	270	83^	182	171				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)		WOMEN			MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
											15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	12-17	12-17	12-17	12-14	15-17	TOTAL	2-11	2-11	2-11	2-5	6-11	6-11	6-11	6-8	9-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS (2+)	ING WOM. 18+	W O M E N				M E N										T E E N S		CHD TOT. 2+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
											18-	18+	21+	25-	18-	18+	18-	21+	21+	25-	25-	35-	TOT. 12-	MALE 12-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WEEKEND DAYTIME SPORTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

58 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET #STNS	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. %	TOT. WORK. PERS ING WOM. (2+)		18+	W O M E N			M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
												18-	25-	18-	18-	18	21	21-	25-	25-	35-	12-	12-	2-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
																									TOTAL	49	21+	54	TOTAL	24	34	49	21+		49	54	49	54	64	55+	17	17	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 1-7, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			TOT. WORK- PERS ING WOM. (2+)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									18- 34		18- 49	21- 49	25- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	21- 49	25- 49	25- 54	35- 64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					</

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.4	50.1	49.2	49.6	50.5	51.0	52.2	54.2	55.7	57.3	58.2	59.3	58.8	58.1	56.2	54.2

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC MONDAY NIGHT BASEBALL PITTSBURGH VS NEW YORK METS HOUSTON VS SAN FRANCISCO (MULTI SEGMENT) (PAE) →																
7,710																
8.7	7.4 *			8.3 *				8.7 *				9.7 *		10.0 *		8.8 *
16	15 *			16 *				16 *				17 *		17 *		16 *
7.5	7.4	8.3		8.5	8.6	8.8	9.6	9.8	10.3	9.7	9.1	8.5				

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← BLUE SKIES → NEWHART (R) DESIGNING WOMEN (R) (PAE) → MAGNUM, P.I. (R) →																
8,060								9,480		9,480		8,590				
9.1	8.6 *			9.5 *	10.7			10.7		10.7		9.7	9.5 *		9.9 *	
18	17 *			18 *	19			18		18		17	16 *		18 *	
8.7	8.5	9.3	9.7	10.2	11.2	10.7	10.8	9.3	9.6	9.9	9.9					

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF (R) HOGAN FAMILY (R) ← NBC MONDAY NIGHT MOVIES HIS MISTRESS (R) →																
13,020				12,670				13,560								
14.7				14.3				15.3	14.3 *		14.7 *		15.7 *		16.7 *	
29				27				27	25 *		25 *		27 *		30 *	
14.1	15.2	14.0	14.6	14.2	14.4	14.6	14.7	15.6	15.8	16.6	16.7					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	13.9	13.4	13.4	14.7	14.7	14.7	13.9	11.7
SHARE AUDIENCE %	28	27	26	28	26	25	24	21

SUPERSTATIONS

AVERAGE AUDIENCE	3.5	3.7	3.7	4.1	4.0	4.1	3.7	2.9
SHARE AUDIENCE %	7	7	7	8	7	7	6	5

PBS

AVERAGE AUDIENCE	1.2	1.3	1.8	2.2	1.7	2.1	1.8	1.6
SHARE AUDIENCE %	2	3	4	4	3	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE	5.2	5.1	5.3	5.5	6.1	6.9	6.5	5.8
SHARE AUDIENCE %	10	10	10	10	11	12	11	11

PAY SERVICES

AVERAGE AUDIENCE	2.5	2.6	2.7	3.0	5.6	5.9	6.6	6.0
SHARE AUDIENCE %	5	5	5	6	10	10	11	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.2	47.9	48.8	50.0	50.0	51.7	52.6	54.1	54.3	55.3	56.4	56.7	55.0	54.5	52.5	51.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

WHO'S THE BOSS? (R)	FJLL HOUSE- TUE. (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
11,960	11,340	8,330	8,060
13.5	12.8	9.4	9.1
27	24	17	17
12.9	14.2	9.8	9.4

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS SUMMER PLAYHOUSE FORT FIGUEROA	CBS TUESDAY MOVIE JOHNNIE MAE GIBSON: FBI (R)(PAE)
5,670	10,540
6.4	11.9
12	18
6.4	10.3

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

MATLOCK (R)	IN THE HEAT OF THE NIGHT (R)	SUMMER SHOWCASE THE PENNION COOKIE JAR
9,300	8,330	5,050
10.5	9.4	5.7
20	17	11
9.9	9.4	6.6

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.8	13.0	12.1	12.6	14.8	16.0	15.1	12.9
SHARE AUDIENCE %	29	26	24	24	27	28	28	25

SUPERSTATIONS

AVERAGE AUDIENCE	3.2	3.5	3.3	3.6	4.2	4.5	3.5	2.8
SHARE AUDIENCE %	7	7	6	7	8	8	6	5

PBS

AVERAGE AUDIENCE	1.1	1.8	1.9	2.0	2.3	2.4	1.8	1.9
SHARE AUDIENCE %	2	4	4	4	4	4	3	4

CABLE ORIG.

AVERAGE AUDIENCE	4.6	4.8	5.4	6.2	7.1	7.7	7.9	7.0
SHARE AUDIENCE %	10	10	11	12	13	14	14	14

PAY SERVICES

AVERAGE AUDIENCE	2.2	3.0	3.4	4.3	5.5	4.3	5.2	5.5
SHARE AUDIENCE %	5	6	7	8	10	8	9	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	45.4	46.5	46.1	47.4	47.8	49.8	50.9	52.2	52.3	53.4	54.8	55.5	54.2	53.6	52.2	50.5

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	SLAP MAXWELL (R)(PAE)	← SPENSER: FOR HIRE → (R)
11,780	11,960	9,130	6,650	9,130
13.3	13.5	10.3	7.5	10.3
27	26	19	14	20
12.6	14.0	13.2	13.8	10.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← JAKE AND THE FATMAN (R)(PAE)	← EQUALIZER (R)	← WISEGUY (R)
8,680	9,750	9,390
9.8	9.4 *	10.2 *
20	19 *	20 *
9.2	9.5	10.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← J.J. STARBUCK (R)	← FUNNY PEOPLE (R)	← ST. ELSEWHERE (R)
5,400	7,800	6,020
6.1	5.9 *	6.3 *
12	12 *	12 *
5.8	5.9	6.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	12.9	12.4	12.5	13.5	14.5	15.3	15.1	13.0
SHARE AUDIENCE %	28	26	26	26	27	28	28	25

SUPERSTATIONS

AVERAGE AUDIENCE	2.8	3.1	3.8	4.1	4.2	4.4	3.8	2.7
SHARE AUDIENCE %	6	7	8	8	8	8	7	5

PBS

AVERAGE AUDIENCE	1.2	1.5	1.6	1.9	1.8	2.2	2.5	2.1
SHARE AUDIENCE %	3	3	3	4	3	4	5	4

CABLE ORIG.

AVERAGE AUDIENCE	4.9	4.8	5.1	5.5	6.5	6.9	6.9	6.3
SHARE AUDIENCE %	11	10	10	11	12	13	13	12

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.9	3.5	3.7	4.4	4.8	5.0	4.7
SHARE AUDIENCE %	5	6	7	7	8	9	9	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. AUG. 4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.1	48.1	48.0	48.2	48.8	49.9	49.9	50.9	52.0	53.5	53.9	54.5	54.2	54.2	52.7	50.5

← ABC THURSDAY NIGHT MOVIE → HOTHOUSE →
IMPULSE (PAE)

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

7,270													4,160			
8.2	8.3	*			8.1	*			8.2	*			8.2	*	4.7	
16	17	*			16	*			16	*			15	*	9	
8.2	8.4		8.1		8.1		8.2		8.3		8.8		7.7		5.2	

← 48 HOURS → SIMON & SIMON → PEOPLE MAGAZINE ON TV
AMERICA'S NATIONAL PARKS (R)(PAE)

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

7,000						7,440							10,810			
7.9	8.0	*			7.8	*	8.4		7.8	*			9.1	*	12.2	
16	16	*			15	*	16		15	*			17	*	23	
8.1	7.9		8.1		7.6		7.4		8.1		8.8		9.3		11.8	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

BILL COSBY SHOW (R)	A DIFFERENT WORLD (R)	CHEERS (R)	CHANNEL 99	NIGHT COURT SPECIAL (R)
13,110	13,560	14,260	12,320	13,110
14.8	15.3	16.1	13.9	14.8
30	30	30	26	28
14.0	15.5	14.8	15.8	16.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	12.0	10.8	10.3	10.6	10.8	11.2	11.3	10.2
SHARE AUDIENCE %	25	22	21	21	20	21	21	20

SUPERSTATIONS

AVERAGE AUDIENCE	2.6	2.7	2.6	2.8	2.9	2.9	2.8	2.1
SHARE AUDIENCE %	5	6	5	6	6	5	5	4

PBS

AVERAGE AUDIENCE	1.4	1.9	2.2	2.2	2.3	2.5	1.4	1.2
SHARE AUDIENCE %	3	4	4	4	4	5	3	2

CABLE ORIG.

AVERAGE AUDIENCE	4.8	4.7	4.8	5.5	6.6	7.6	7.3	6.8
SHARE AUDIENCE %	10	10	10	11	13	14	13	13

PAY SERVICES

AVERAGE AUDIENCE	2.8	3.0	3.1	3.4	3.7	4.4	5.3	4.3
SHARE AUDIENCE %	6	6	6	7	7	8	10	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.6	43.2	42.7	43.3	43.6	44.0	44.9	46.2	47.3	48.7	48.4	49.7	49.5	49.7	49.8	49.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	MARRIED DORA (R)(PAE)	20/20
6,650	7,000	7,970	7,710	9,750
7.5	7.9	9.0	8.7	11.0
17	17	19	18	22
7.3	7.7	7.5	8.3	8.5
		8.5	9.0	10.3
				10.6
				11.4
				11.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEAUTY & THE BEAST (R)	CBS FRIDAY MOVIE PERFECT (PAE)
6,290	6,910
7.1	7.8
16	16
7.1	7.4
	7.3
	7.6
	8.1
	8.0
	8.4
	7.6

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEST OF TV BLOOPERS-JOKES (R)	BLACKIE'S MAGIC (R)	MIAMI VICE (R)
6,470	6,290	7,800
7.3	7.1	8.8
16	15	18
7.2	6.5	8.0
	6.7	8.6
	7.3	9.1
		9.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.8	11.5	11.4	11.8	12.2	12.5	11.4	10.0
SHARE AUDIENCE %	28	27	26	26	25	25	23	20

SUPERSTATIONS

AVERAGE AUDIENCE	2.5	2.2	2.5	2.5	2.9	3.1	2.7	1.7
SHARE AUDIENCE %	6	5	6	5	6	6	5	3

PBS

AVERAGE AUDIENCE	1.1	2.1	2.2	1.9	1.7	1.8	1.6	1.6
SHARE AUDIENCE %	3	5	5	4	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE	4.4	4.9	5.8	6.3	6.8	6.9	6.4	6.3
SHARE AUDIENCE %	10	11	13	14	14	14	13	13

PAY SERVICES

AVERAGE AUDIENCE	2.8	3.3	3.6	4.0	5.3	5.3	5.6	4.8
SHARE AUDIENCE %	7	8	8	9	11	11	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	42.6	43.2	42.7	43.3	43.6	44.0	44.9	46.2	47.3	48.7	48.4	49.7	49.5	49.7	49.8	49.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS (R)	FULL HOUSE (R)	MR. BELVEDERE (R)	MARRIED DORA (R)(PAE)	20/20
6,650	7,000	7,970	7,710	9,750
7.5	7.9	9.0	8.7	11.0
17	17	19	18	22
7.3	7.7	8.5	9.4	10.3
				10.6
				11.4
				11.7

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BEAUTY & THE BEAST (R)	CBS FRIDAY MOVIE PERFECT (PAE)
6,290	6,910
7.1	7.8
16	16
7.1	7.4
	7.6
	7.6
	8.1
	8.0
	8.4
	7.6

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BEST OF TV BLOOPERS-JOKES (R)	BLACKIE'S MAGIC (R)	MIAMI VICE (R)
6,470	6,290	7,800
7.3	7.1	8.8
16	15	18
7.2	6.5	8.0
		8.6
		9.1
		9.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.8	11.5	11.4	11.8	12.2	12.5	11.4	10.0
SHARE AUDIENCE %	28	27	26	26	25	25	23	20

SUPERSTATIONS

AVERAGE AUDIENCE	2.5	2.2	2.5	2.5	2.9	3.1	2.7	1.7
SHARE AUDIENCE %	6	5	6	5	6	6	5	3

PBS

AVERAGE AUDIENCE	1.1	1.1	2.2	1.9	1.7	1.8	1.6	1.6
SHARE AUDIENCE %	3	5	5	4	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE	4.4	4.3	5.8	6.3	6.8	6.9	6.4	6.3
SHARE AUDIENCE %	10	11	13	14	14	14	13	13

PAY SERVICES

AVERAGE AUDIENCE	2.8	1.1	3.6	4.0	5.3	5.3	5.6	4.8
SHARE AUDIENCE %	7	11	8	9	11	11	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.8	38.6	39.0	40.2	42.6	43.5	44.2	45.9	47.1	49.0	49.3	49.0	48.0	47.4	46.2	45.6	43.1	40.7

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUPERCARRIER (R) → OHARA (R)(PAE) → HOTEL (R) →

5,140				6,200				4,700										
5.8	5.5 *			6.0	* 7.0	6.4 *		7.7 *	* 5.3	5.3 *						5.3 *		
13	13 *			13	* 14	13 *		16	* 11	11 *						12 *		
5.6	5.4	5.8		6.1	6.3	6.5	7.6	7.8	5.4	5.3						5.3		

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE FRANK'S PLACE (R) ←

NFL PRE-SEASON FOOTBALL
LA RAIDERS VS SAN FRANCISCO
(9:00-12:09)

5,140		4,430		6,560														
5.8		5.0		7.4	6.0 *			7.9 *		8.2 *						7.9 *		7.5 *
13		11		17	13 *			16 *		17 *						17 *		17 *
5.7	6.0	4.9	5.1	5.7	6.3	7.7		8.1	8.5	7.9	7.5					8.3	7.8	7.3

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS (R) MAMA'S BOY SPEC. ← HUNTER (R) →

8,060		10,630		14,350		11,780		12,760										
9.1		12.0		16.2		13.3		14.4	14.2 *							14.6 *		
21		27		34		27		31	30 *							32 *		
8.5	9.8	11.3	12.8	15.3	17.2	13.6	13.0	14.0	14.4	14.6						14.6		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	10.7	11.1	11.0	10.2	9.9	10.5	10.8	9.2	8.1
SHARE AUDIENCE %	28	28	26	23	21	21	23	20	19

SUPERSTATIONS

AVERAGE AUDIENCE	3.1	3.0	3.1	2.9	2.9	3.0	2.8	2.1	1.8
SHARE AUDIENCE %	8	8	7	6	6	6	6	5	4

PBS

AVERAGE AUDIENCE	2.2	2.4	2.4	2.8	2.1	2.4	2.2	2.2	1.5
SHARE AUDIENCE %	6	6	6	6	4	5	5	5	4

CABLE ORIG.

AVERAGE AUDIENCE	5.8	6.0	5.3	5.3	5.2	5.9	5.9	6.3	4.0
SHARE AUDIENCE %	15	15	12	12	11	12	12	14	10

PAY SERVICES

AVERAGE AUDIENCE	2.7	2.9	3.5	3.8	4.0	4.3	4.3	4.5	4.5
SHARE AUDIENCE %	7	7	8	8	8	9	9	10	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.9	33.3	30.4	28.3	25.9	23.8	21.3	19.5	17.5	15.7	14.0	12.7	11.1	10.3				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,240
(Hhds (000) & %)	%	1.4
SHARE AUDIENCE	%	5
AVG. AUD. BY 1/4 HR	%	1.4

CBS TV

(2)

AVERAGE AUDIENCE	{		7.2 *
(Hhds (000) & %)	%		19 *
SHARE AUDIENCE	%	7.2	7.2 6.4
AVG. AUD. BY 1/4 HR	%		

NBC TV

← SATURDAY NIGHT → (PAE)
(11:30-12:52)(PAE)

AVERAGE AUDIENCE	{	5,670				
(Hhds (000) & %)	%	6.4	7.9 *		6.0 *	
SHARE AUDIENCE	%	21	23 *		21 *	
AVG. AUD. BY 1/4 HR	%	8.2	7.5	6.4	5.7	5.2

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.9	7.2	6.5	5.2	3.9	3.2	2.5
SHARE AUDIENCE %	23	25	26	25	23	24	23

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.7	1.8	1.3	1.1	0.9	0.5 ^
SHARE AUDIENCE %	5	6	7	6	7	7	5 ^

PBS

AVERAGE AUDIENCE	1.1	0.9	0.5 ^	0.3 ^	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	3	3	2 ^	1 ^	1 ^	1 v	1 v

CABLE ORIG.

AVERAGE AUDIENCE	3.9	2.8	2.6	2.4	2.3	2.1	1.8
SHARE AUDIENCE %	11	10	10	12	14	16	17

PAY SERVICES

AVERAGE AUDIENCE	4.9	4.8	4.6	3.5	2.9	2.6	2.1
SHARE AUDIENCE %	14	16	19	17	17	19	20

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT SAT., ABC, (11:30-12:45)

(2) NFL PRE-SEASON FOOTBALL, LA RAIDERS VS SAN FRANCISCO, CBS, (9:00-12:09), (S)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.3	46.0	47.5	48.9	50.3	51.9	53.3	54.9	55.1	56.0	56.7	57.5	57.3	57.0	54.8	53.3	47.5	42.6

ABC TV

← DISNEY SUNDAY MOVIE SUNDAY DRIVE, PT.2 (R) → ← MACGYVER (R) → ← ABC SUNDAY NIGHT MOVIE HOLLYWOOD WIVES, PT.1 (R)(PAE) →

AVERAGE AUDIENCE (Hhds (000) & %)	4,700				5,760				9,040									
SHARE AUDIENCE %	5.3	4.9 *		5.8	* 6.5	5.9 *		7.0	* 10.2	9.4 *		10.3 *		10.5 *		10.9 *		
AVG. AUD. BY 1/4 HR	11	11 *		12	* 12	12 *		13	* 18	17 *		18		18 *		20 *		
	4.7	5.0	5.7	5.9	5.8	6.1	6.8	7.2	8.8	9.9	10.3	10.2	10.5	10.6	10.9	10.9		

CBS TV

← 60 MINUTES → ← MURDER, SHE WROTE (R) → ← CBS SUNDAY MOVIE A CASE OF DEADLY FORCE (R)(PAE) → CBS SUNDAY NEWS

AVERAGE AUDIENCE (Hhds (000) & %)	14,710				13,110				13,380									3,010
SHARE AUDIENCE %	16.6	15.5 *		17.6	* 14.8	14.3 *		15.3	* 15.1	14.4 *		14.7 *		15.3 *		16.1 *	* 3.4	
AVG. AUD. BY 1/4 HR	36	34 *		37	* 28	28 *		28	* 27	26 *		26 *		27 *		30 *	* 7	
	14.7	16.4	17.3	17.9	14.2	14.4	15.1	15.5	14.2	14.5	14.5	14.9	15.3	15.4	16.1	16.1	3.4	

NBC TV

← RAGS TO RICHES (R) → FAMILY TIES (R) MY TWO DADS (R) ← NBC SUNDAY NIGHT MOVIE DESERT RATS → SMART GUYS

AVERAGE AUDIENCE (Hhds (000) & %)	5,050				7,890		8,150		9,750									8,420
SHARE AUDIENCE %	5.7	5.3 *		6.1	* 8.9		9.2		11.0	10.7 *		11.0 *		11.3 *	* 9.5			
AVG. AUD. BY 1/4 HR	12	12 *		13	* 17		17		19	19 *		19 *		20 *	* 18			
	5.2	5.4	5.8	6.4	8.3	9.5	9.8	9.6	10.7	10.7	10.8	11.1	11.4	11.2	9.3	9.6		

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	11.2		11.8		13.8		13.2		11.2		11.1		10.1		8.5		6.9	
SHARE AUDIENCE %	25		24		27		24		20		19		18		16		15	

SUPERSTATIONS

AVERAGE AUDIENCE	3.0		3.2		2.8		2.8		2.3		2.4		2.3		2.1		2.5	
SHARE AUDIENCE %	7		7		5		5		4		4		4		4		6	

PBS

AVERAGE AUDIENCE	1.5		1.7		2.2		2.7		2.0		2.3		2.2		2.1		1.4	
SHARE AUDIENCE %	3		4		4		5		4		4		4		4		3	

CABLE ORIG.

AVERAGE AUDIENCE	5.9		5.8		6.6		7.8		8.0		7.8		7.8		7.5		5.5	
SHARE AUDIENCE %	13		12		13		14		14		14		14		14		12	

PAY SERVICES

AVERAGE AUDIENCE	3.8		3.4		3.8		3.5		4.6		4.9		5.0		3.8		3.6	
SHARE AUDIENCE %	8		7		7		6		8		9		9		7		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.9	31.0	27.0	24.6	21.8	19.9	17.4	15.6	13.2	11.7	10.5	9.9	9.3	8.7				

(1)

ABC TV

AVERAGE AUDIENCE	{	1,770
(Hhlds (000) & %)		2.0
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.0

CBS TV

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

(2) (PAE)

NBC TV

AVERAGE AUDIENCE	{	1,770
(Hhlds (000) & %)		2.0
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	2.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.0	4.5	3.8	3.2	2.5	2.1	1.7
SHARE AUDIENCE %	18	17	18	19	20	21	19

SUPERSTATIONS

AVERAGE AUDIENCE	1.2	1.0	1.0	0.8	0.7 ^	0.8	0.6 ^
SHARE AUDIENCE %	4	4	5	5	6 ^	8	7 ^

PBS

AVERAGE AUDIENCE	1.7	0.9	0.6 ^	0.3 ^	0.2 ^	0.1 v	<<
SHARE AUDIENCE %	5	3	3 ^	2 ^	2 ^	1 v	<<

CABLE ORIG.

AVERAGE AUDIENCE	4.3	3.2	2.5	2.4	1.9	1.3	1.2
SHARE AUDIENCE %	13	12	12	15	15	13	13

PAY SERVICES

AVERAGE AUDIENCE	4.1	4.0	4.0	3.5	2.8	2.8	2.7
SHARE AUDIENCE %	12	16	19	21	22	27	30

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT SUN., ABC (11:00-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC (11:00-11:45)

For explanation of symbols, See page B

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.4	8.3	9.6	11.4	13.4	14.9	16.0	16.9	18.4	19.6	20.2	20.9	21.9	22.8	23.4	23.8	22.4	23.2

ABC TV

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	970 1.1		1,680 1.9	2,690 3.0	2,890 3.3
SHARE AUDIENCE %	13		17	18	16
AVG. AUD. BY 1/4 HR	1.1		1.9	3.1 3.0	3.2 3.2

CBS TV

	CBS MORNING NEWS-6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	FAMILY FEUD
AVERAGE AUDIENCE (Hhlds (000) & %)	780 0.9		1,680 1.9		1,970 2.2	2,760 3.1
SHARE AUDIENCE %	10		12		11	14
AVG. AUD. BY 1/4 HR	0.8	0.9	1.9 1.9		2.1 2.3	2.9 3.3

NBC TV

	NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY (PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	1,580 1.8		3,350 3.8	2,870 3.2
SHARE AUDIENCE %	20		23	14
AVG. AUD. BY 1/4 HR	1.5 2.0		3.7 3.8	2.9 2.7 2.1 2.4

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.6	2.1	3.5	4.6	5.8	6.5	5.8	5.7	5.7
SHARE AUDIENCE %	20	20	25	28	30	32	26	24	25

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	0.8	1.3	1.4	1.7	2.0	1.9	2.0	1.8
SHARE AUDIENCE %	9	7	9	9	9	10	9	8	8

PBS

AVERAGE AUDIENCE	0.1 v	0.1 ^	0.4 ^	0.6	1.0	1.2	1.5	1.5	1.4
SHARE AUDIENCE %	1 v	1 ^	3 ^	3	5	6	7	7	6

CABLE ORIG.

AVERAGE AUDIENCE	1.2	1.3	1.4	1.8	2.1	2.6	2.5	2.8	2.9
SHARE AUDIENCE %	16	12	10	11	11	13	11	12	13

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.8	0.9	0.9	1.1	1.2	1.3	1.3	1.3
SHARE AUDIENCE %	10	7	7	5	6	6	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.6	24.0	24.1	25.0	25.3	26.3	27.3	28.0	28.4	29.2	30.7	31.4	30.9	31.0	29.7	30.0	29.9	30.1

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

GROWING PAINS
M-F

HOME

RYAN'S HOPE

LOVING

← ALL MY CHILDREN →

← ONE LIFE TO LIVE (PAE) →

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

NEW CARD
SHARKSPRICE IS
RIGHT 1PRICE IS
RIGHT 2
(PAE)← YOUNG AND THE RESTLESS → BOB AND THE
BEAUTIFUL

← AS THE WORLD TURNS →

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

CLASSIC
CONCENTRATIONWHEEL OF
FORTUNE
(PAE)WIN, LOSE OR
DRAWSUPER PASSWORD
(PAE)

SCRABBLE

← DAYS OF OUR LIVES (PAE) →

← ANOTHER WORLD (PAE) →

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.6	4.9	5.2	5.7	6.4	6.2	6.4	6.6	6.7									
SHARE AUDIENCE %	23	20	20	20	22	20	21	22	22									

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.6	1.8	2.1	2.4	2.1	2.1	2.1	2.0									
SHARE AUDIENCE %	7	7	7	7	8	7	7	7	7									

PBS

AVERAGE AUDIENCE	1.2	0.9	0.9	1.0	0.9	0.9	0.9	0.8	0.9									
SHARE AUDIENCE %	5	3	4	4	3	3	3	3	3									

CABLE ORIG.

AVERAGE AUDIENCE	2.9	2.8	3.1	3.5	3.1	3.4	3.5	3.6	3.5									
SHARE AUDIENCE %	12	11	12	13	11	11	11	12	12									

PAY SERVICES

AVERAGE AUDIENCE	1.3	1.4	1.5	1.6	1.8	1.7	1.6	1.4	1.4									
SHARE AUDIENCE %	6	6	6	6	6	5	5	5	5									

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.1	29.6	30.0	30.6	30.9	32.3	33.4	34.5	35.3	36.7	38.0	39.7	44.3	45.6	46.1	46.6

ABC TV

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	6,410															
%	7.2	7.2	*		7.3	*										
%	24	24	*		24	*										
%	7.1	7.2	7.3	7.3												

7,580
8.6
19
8.3 8.8

CBS TV

← GUIDING LIGHT
(PAE) →

CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	5,120															
%	5.8	5.8	*		5.7	*										
%	19	20	*		19	*										
%	5.8	5.8	5.8	5.7												

8,010
9.0
20
9.0 9.1

NBC TV

← SANTA BARBARA
(PAE) →

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	4,060															
%	4.6	4.6	*		4.6	*										
%	15	16	*		15	*										
%	4.6	4.6	4.5	4.6												

7,580
8.6
19
8.6 8.6

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.5	8.1	8.7	9.3	10.2	10.5	12.9	13.2
SHARE AUDIENCE %	26	27	27	28	28	27	27	28

SUPERSTATIONS

AVERAGE AUDIENCE	2.1	2.3	2.6	3.0	2.8	2.6	2.6	2.7
SHARE AUDIENCE %	7	8	8	9	8	7	6	6

PBS

AVERAGE AUDIENCE	0.8	0.9	0.9	0.9	0.9	1.0	1.0	1.1
SHARE AUDIENCE %	3	3	3	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	3.5	3.7	4.1	4.3	4.0	4.2	4.4	4.6
SHARE AUDIENCE %	12	12	13	13	11	11	10	10

PAY SERVICES

AVERAGE AUDIENCE	1.4	1.5	1.4	1.3	1.4	1.6	2.2	2.5
SHARE AUDIENCE %	5	5	4	4	4	4	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.0	7.8	8.8	10.0	11.5	13.4	14.8	16.8	19.3	21.2	22.9	23.8	24.1	24.8	24.9	25.0	24.6	25.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS II	BUGS BUNNY SAFETY SHOW I
1,150	1,950	2,660	3,010	3,810	4,250	4,160
1.3	2.2	3.0	3.4	4.3	4.8	4.7
10	14	15	14	17	19	19
1.1	1.6	2.0	2.4	2.8	3.2	4.8

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,420	2,220	3,280	3,900	4,250	2,920	3,190
1.6	2.5	3.7	4.4	4.8	3.3	3.6
13	16	18	19	20	13	15
1.5	1.7	2.2	2.8	3.5	3.9	4.2

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,040	2,660	3,540	4,340	3,810	4,340	3,280
2.3	3.0	4.0	4.9	4.3	4.9	3.7
19	19	20	21	18	20	15
2.1	2.6	2.8	3.2	3.9	4.2	5.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	2.1	2.7	3.3	3.8	4.6	5.1	5.4	5.6	6.0
SHARE AUDIENCE %	28	29	27	24	23	22	22	22	24

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.0	1.1	1.4	1.4	1.5	1.5	1.3	1.7
SHARE AUDIENCE %	9	11	9	9	7	6	6	5	7

PBS

AVERAGE AUDIENCE	0.1	0.2	0.5	0.7	0.8	0.9	1.0	1.3	1.4
SHARE AUDIENCE %	1	2	4	4	4	4	4	5	6

CABLE ORIG.

AVERAGE AUDIENCE	1.4	1.6	2.1	2.3	2.9	3.4	3.9	4.2	4.0
SHARE AUDIENCE %	19	17	17	15	14	15	16	17	16

PAY SERVICES

AVERAGE AUDIENCE	1.1	1.2	1.2	1.6	1.8	1.9	1.9	1.9	2.0
SHARE AUDIENCE %	15	13	10	10	9	8	8	8	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.4	25.8	26.1	26.5	26.2	27.0	26.1	26.1	26.4	27.0	26.9	27.8	27.6	28.4	28.9	29.7	29.7	30.2

ABC TV

BUGS BUNNY/TWEETY SHOW (1) ANIMAL CRACK-UPS HEALTH SHOW (1)

U.S. SENIOR OPEN GOLF-SAT

AVERAGE AUDIENCE (Hhlds (000) & %)	{	5,050		3,370		1,770		1,770		2,130								
SHARE AUDIENCE %	%	5.7		3.8		2.0		2.0		2.4	2.1	*		2.3	*		2.7	*
AVG. AUD. BY 1/4 HR	%	5.4	5.9	3.8	3.8	2.1	1.8	2.0	2.1	8	8	*		8	*		9	*
										2.0	2.2	2.2	2.3	2.7	2.7	2.5	2.3	

CBS TV

DENNIS THE MENACE TEEN WOLF GALAXY HIGH SCHOOL

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,750		2,840		3,190													
SHARE AUDIENCE %	%	3.1		3.2		3.6													
AVG. AUD. BY 1/4 HR	%	12		12		14													
		3.1	3.2	3.1	3.3	3.5	3.8												

NBC TV

NEW ARCHIES FOOFUR (PAE) I'M TELLING

(2) NBC MAJOR LEAGUE BASEBALL
BOSTON VS DETROIT
MONTREAL VS ST. LOUIS
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,660		2,220		1,950				4,520	6,560								
SHARE AUDIENCE %	%	3.0		2.5		2.2				5.1	7.4			6.8	*	7.4	*	7.8	*
AVG. AUD. BY 1/4 HR	%	12		10		8				19	24			24	*	25	*	26	*
		2.9	3.1	2.4	2.6	2.1	2.3			5.1	5.9	6.6	6.9	7.3	7.7	7.8	7.8		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.4		5.9		6.7		6.9		8.1		7.3		7.1		6.9		7.7	
SHARE AUDIENCE %	25		22		25		26		30		27		25		24		26	

SUPERSTATIONS

AVERAGE AUDIENCE	1.9		1.8		2.0		2.1		2.6		2.2		2.0		2.1		2.5	
SHARE AUDIENCE %	7		7		8		8		10		8		7		7		8	

PBS

AVERAGE AUDIENCE	1.4		1.5		1.3		1.7		1.8		1.7		1.3		1.5		1.5	
SHARE AUDIENCE %	5		6		5		7		7		6		5		5		5	

CABLE ORIG.

AVERAGE AUDIENCE	4.2		4.7		4.8		5.3		5.2		4.5		4.5		4.8		5.2	
SHARE AUDIENCE %	16		18		18		20		19		16		16		16		17	

PAY SERVICES

AVERAGE AUDIENCE	1.8		2.4		2.7		2.7		2.3		2.8		3.2		3.5		2.9	
SHARE AUDIENCE %	7		9		10		10		9		10		11		12		10	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS READ BETWEEN THE LINES, PT.2,ABC,(1:00-1:30),(R)

(2) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:18)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.6	31.2	31.5	31.6	31.3	31.2	32.0	32.8	35.2	36.5	36.6	37.1						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLO NEWS
TONIGHT-SAT

4,160												4,430					
4.7	3.4 *			4.7 *		5.2 *		5.8 *				5.0					
14	11 *			14 *		16 *		17 *				13					
3.0	3.8	4.6		4.7	4.9	5.5	5.9	5.6				4.9	5.0				

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← ST JUDE CLASSIC-SAT
FEDERAL EXPRESS →

CBS SAT. NEWS-
SCHIEFFER

		2,390										4,080					
		2.7	2.4 *			2.7 *		3.1 *				4.6					
		8	8 *			8 *		9 *				12					
		2.4	2.4	2.5		2.8	2.9	3.2				4.5	4.8				

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← NBC MAJOR LEAGUE BASEBALL
BOSTON VS DETROIT
MONTREAL VS ST. LOUIS
(MULTI SEGMENT) (PAC) →

NBC NIGHTLY
NEWS-SAT.

												5,580					
		7.9 *			7.9 *			7.4 *				6.3					
		26 *			25 *			24 *				16					
8.1	7.7	7.8		7.8	7.4	0.5 ^						6.0	6.5				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.1		8.7		9.0		9.8		10.2		11.4	
26		28		29		30		28		31	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.4		2.7		3.1		3.1		3.7	
7		8		9		10		9		10	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.7		1.8		1.8		1.9		1.9	
6		5		6		6		5		5	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0		5.2		5.4		5.7		6.1		6.2	
16		16		17		18		17		17	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.8		3.4		3.6		3.0		3.0	
9		9		11		11		8		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.1	6.7	7.5	8.9	10.4	12.3	13.7	15.3	17.1	18.8	19.7	21.1	21.7	22.9	22.9	23.3	24.2	25.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,280				1,860
3.7	3.1 *		3.9 *	3.9 *
18	17 *		19 *	17 *
2.9	3.4	3.7	4.1	3.8
			4.1	2.2
				2.0

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,770				1,860
2.0	1.8 *		2.0 *	2.1 *
13	15 *		11 *	10
1.7	2.0	2.1	2.2	2.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		2.5		3.4		4.5		5.7		6.0		6.3		7.1		8.3
28		30		30		31		32		29		28		31		34

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5	^	1.0		1.2		1.4		1.8		1.9		1.7		1.9		2.3
8	^	12		11		10		10		9		8		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.2	^	0.5	^	0.9		1.1		1.3		1.5		1.7		1.7
2	v	2	^	4	^	6		6		6		7		7		7

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.7		2.7		3.2		3.5		4.1		4.4		4.6		5.8
22		21		24		22		19		20		20		20		24

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.2		1.4		1.6		2.0		2.6		3.2		3.8		3.1
19		15		12		11		11		13		14		16		13

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.4	26.1	27.0	27.6	28.3	28.8	27.5	28.9	29.5	30.6	31.6	32.6	32.9	33.6	34.2	34.8	34.7	34.5

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,840			890		1,860				2,840							
SHARE AUDIENCE %	%	3.2	3.0 *		3.5 *	1.0	2.1	2.0 *		2.3 *	3.2	3.2 *		3.1 *		3.1 *		3.3 *
AVG. AUD. BY 1/4 HR	%	12	12 *		13 *	4	7	7 *		7 *	9	10 *		9 *		9 *		10 *
	%	2.8	3.2	3.5	3.5	1.1	0.9	1.9	2.1	2.2	2.3	3.1	3.3	3.1	3.1	3.1	3.3	3.3

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD←

INTERNATIONAL RACE CHAMPS

COCA-COLA OLYMPIC TRIALS
(2:00-4:07)(PAE)**CBS TV**

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	9.1		9.3		10.1		9.7		10.4		10.5		11.1		11.9		12.0
SHARE AUDIENCE %	35		34		35		34		35		33		33		34		35

SUPERSTATIONS

AVERAGE AUDIENCE	2.4		2.7		2.9		3.0		3.3		3.1		3.4		3.6		3.3
SHARE AUDIENCE %	9		10		10		11		11		10		10		10		10

PBS

AVERAGE AUDIENCE	1.5		1.5		1.6		1.6		1.3		1.1		1.2		1.5		1.4
SHARE AUDIENCE %	6		5		6		6		4		3		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE	5.8		6.3		6.3		5.9		6.0		6.7		6.7		6.8		6.8
SHARE AUDIENCE %	22		23		22		21		20		21		20		20		20

PAY SERVICES

AVERAGE AUDIENCE	3.0		2.8		2.9		2.8		3.0		3.1		3.4		3.6		3.6
SHARE AUDIENCE %	12		10		10		10		10		10		10		10		10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.3	34.5	34.4	34.3	34.3	34.5	34.7	35.7	37.6	38.5	38.9	40.2						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,480
2.8
8
3.0

2.7
8
2.6

*
*
2.5

2.6
8
2.6

*
*
2.6

2.6
7
2.6

*
*
2.7

2.9
8
3.2

*
*
3.5

2,480
2.8
7
3.6

1.9

U.S. SENIOR OPEN GOLF-SUN
(4:07-6:13)(PAE)

ABC WRLD NEWS
TONIGHT-SUN

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

3,460
3.9
11
4.0

3.9
11
3.8

*
*
3.7

3.7
11
3.6

*
*
3.5

3.6
10
3.7

*
*
3.8

4.0
11
4.2

*
*
4.6

4,870
5.5
14
6.3

ST JUDE CLASSIC-SUN
FEDERAL EXPRESS
(4:00-6:06)(PAE)

CBS EVENING
NEWS-SUNDAY
(PAE)

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,300
2.6
8
2.4

2.4
7
2.5

*
*
2.8

2.7
8
2.7

*
*
3.1

3,370
3.8
11
3.4

*
*
4.0

3.2
9
4.6

*
*
4.3

4.3
12
4.6

6,290
7.1
17
7.2

7.0

NBC SPORTS SPECIAL
ULTIMATE YACHT RACE 2

SPORTSWORLD

NBC NIGHTLY
NEWS-SUN

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.8
40

13.7
40

13.2
38

12.4
35

11.7
31

12.1
31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5
10

3.1
9

3.3
10

3.1
9

3.1
8

2.9
7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5
4

1.7
5

1.8
5

1.8
5

1.5
4

1.5
4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6
19

6.9
20

6.9
20

7.1
20

6.6
17

6.0
15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5
10

4.0
12

4.3
13

3.8
11

4.0
11

4.3
11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.